

**B. To the Claims**

*Applicants request that the Examiner enter the amendments to the claims set forth below. Claims 6-10, 21, 30-34, 45, 54, 57, 59, 61-62, 65-66, 70-73, 76, 80-84, 87-90, 94-98, 100, 104, 110, 114, 116-124, 130, 136-139, 141-142, 144-146, 158-159, 165-166, 172, 185, 189, 194, 200-201, 215-218, 220, 222-223, 225-226, 229-231, 234-247, 249, 254, 258, 262-266, 272, 278, 280, 284, 286-293, 302-305 & 307-315 are amended. For the PTO's convenience, claims that remain unchanged are included below in order to allow the Examiner to review all pending claims from this response in their numerical order.*

6 (Amended) A method of generating and delivering an individualized mass medium [program] programming presentation at a receiver station, said receiver station having a receiver for receiving a mass medium [program] programming signal, a computer for generating and communicating information, and one or more output devices operatively connected to said receiver and said computer for delivering to a viewer [a] mass medium [program] programming and computer information, with said computer comprising one or more data storage locations, said method comprising the steps of:

storing a timing signal and viewer interest identification data specifying a plurality of different viewer interests;

controlling said computer a first time based on a comparison of said timing signal or said viewer interest identification data to other data, said first step of controlling comprising:

- (1) inputting into said computer further data designating a viewer interest of said plurality of different viewer interests or a time;
- (2) selecting a plurality of signals, each selected signal including data, mass medium [program] programming [information content], or a control signal respecting said viewer interest; and

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(3) storing each selected signal at a storage location;  
controlling said computer a second time based on said comparison, said second step of controlling comprising:

(1) selecting one or more computer programming instructions;  
(2) generating mass medium [program] programming presentation information content in respect to a second viewer interest of said plurality of different viewer interests; and

(3) preparing to communicate said generated mass medium [program] programming presentation information content upon instruction;

controlling said computer a third time based on said timing signal or said comparison, said third step of controlling comprising:

(1) selecting a portion of said mass medium [program] programming presentation information content;

(2) selecting a location; and

(3) communicating said selected mass medium [program] programming presentation information content to said selected location; and

presenting to a subscriber at a controlled time said mass medium [program] programming with said generated mass medium [program] programming presentation information content, with said mass medium [program] programming and said generated mass medium [program] programming presentation information content being outputted to said subscriber either as a combined or sequential presentation at an output device or as parallel presentations at a plurality of output devices.

7. (Amended) A method of generating and delivering an individualized mass medium [program] programming presentation at a receiver station, said receiver station having a receiver for receiving a mass medium [program] programming signal, a computer for generating and communicating information, and one or more output devices

operatively connected to said receiver and said computer for delivering to a viewer [a] mass medium [program] programming and computer information, with said computer comprising one or more data storage locations, said method comprising the steps of:

storing a timing signal and a plurality of identification signals specifying different viewer interests;

controlling said computer a plurality of times, each time based on a comparison of said timing signal or identification signals to other data, said first step of controlling comprising each time:

(1) inputting further data designating a viewer interest of said different viewer interests or a time;

(2) selecting a signal, each selected signal including data, information content, or a control signal respecting [a] mass medium [program] programming; and

(3) storing each selected signal at a storage location,

[some] a portion of said selected stored signals designating said different viewer interests;

controlling said computer based on said comparison, said second step of controlling comprising:

(1) selecting one or more computer programming instructions;

(2) generating mass medium [program] programming presentation

information content with respect to a second viewer interest; and

(3) preparing to communicate said generated mass medium [program] programming presentation information content upon instruction;

controlling said computer based on said timing signal or said comparison, said third step of controlling comprising:

(1) selecting a portion of said mass medium [program] programming presentation information content;

(2) selecting a location; and

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(3) communicating said selected mass medium [program] programming presentation information content to said selected location; and  
presenting to a subscriber at a controlled time said mass medium [program] programming with said generated mass medium [program] programming presentation information content, with said mass medium [program] programming and said generated mass medium [program] programming presentation information content being outputted to said subscriber either as a combined or sequential presentation at an output device or as parallel presentations at a plurality of output devices.

8. (Amended) A method of generating and delivering an individualized mass medium [program] programming presentation at a receiver station, said receiver station having a receiver for receiving a mass medium [program] programming signal, a computer for generating and communicating information, and one or more output devices operatively connected to said receiver and said computer for delivering to a viewer [a] mass medium [program] programming and computer information, with said computer comprising one or more data storage locations, said method comprising the steps of:

storing a timing signal and identification data, each identification datum specifying a plurality of different viewer interests;

controlling said computer a first time based on a comparison of said timing signal or identification data to other data, said first step of controlling comprising:

(1) inputting to said computer data designating a viewer interest of said plurality of different-viewer-interests or a time;

(2) selecting a first signal, each selected first signal including data, information content, or a control signal respecting a mass medium [program] programming presentation; and

(3) storing each selected first signal at a storage location;

controlling said computer a second time based on said comparison, said second step of controlling comprising:

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- (1) inputting data designating a second viewer interest of said plurality of different viewer interests or a time;
  - (2) selecting a second signal, each selected second signal including information content or a control signal respecting a mass medium [program] programming presentation; and
  - (3) communicating each selected second signal to a processor and a storage location;

controlling said computer a third time based on said comparison, said third step of controlling comprising:

- (1) inputting data designating a third viewer interest or a time;
- (2) selecting a third signal, each selected third signal including one of mass medium [program] programming presentation information content and a control signal; and
- (3) communicating each selected third signal to one of a processor and an output device;

presenting to a subscriber said mass medium [program] programming with said mass medium [program] programming presentation information content, with said mass medium [program] programming and said [said] mass medium [program] programming presentation information content being outputted to said subscriber either as a combined or sequential presentation at an output device or as parallel presentations at a plurality of output devices.

9. (Amended) A method of [generating and] delivering [an individualized] a mass medium [program] programming presentation at a receiver station, said receiver station having a receiver for receiving a mass medium [program] programming signal, [a

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computer for generating and communicating] programmable apparatus for controlling delivery of information, and one or more output devices operatively connected to said receiver and said [computer] programmable apparatus for delivering to a viewer [a] said mass medium [program] programming [and computer information, with said computer comprising one or more data storage locations,] presentation, said method comprising the steps of:

storing a timing signal and signal identification data designating a specific signal [type;] kind;

controlling said [computer] receiver station a first time based on [a comparison of said timing signal or said signal identification data to other data,] said step of storing, said first step of controlling comprising:

(1) selecting a first signal, each selected first signal including data [, information content, or a control signal respecting a] in respect of mass medium [program] programming presentation; and

[storing each selected first signal at a storage location;]

inputting each selected first signal to said programmable apparatus in order to program said programmable apparatus to respond to a specific signal kind;

controlling said [computer] receiver station a second time based on said [comparison,] step of storing, said second step of controlling comprising:

(1) selecting a second signal, each selected second signal including an information content [or] portion and a control [signal] portion respecting a mass medium [program] programming presentation; and

(2) communicating at least said control portion of each selected second signal to [a processor or an output device;] said programmable apparatus;

controlling said [computer] receiver station a third time based on said [comparison,] step of storing said third step of controlling comprising:

(1) identifying a third signal, each identified third signal being of a mass medium programming a [control signal designating a] signal [type;] kind; and

(2) communicating each identified third signal to [a processor and an] one of said one or more output [device;] devices;

controlling said [computer] receiver a fourth time based on said [comparison,] step of storing, said fourth step of controlling comprising:

(1) [selecting] communicating to said programmable apparatus a [first] fourth signal, [or said timing signal] each communicated fourth signal being of a kind other than a mass medium programming signal; and

(2) [generating or] communicating [some] mass medium [program] programming presentation information content to one of said one or more output devices in response to [a control] each communicated fourth signal; and

presenting to a subscriber a mass medium [program] programming with said mass medium [program] programming presentation information content, with said mass medium [program] programming and said mass medium [program] programming presentation content information content being outputted to said subscriber either as a combined or sequential presentation at [an output device or as parallel presentations at a plurality of] said one of said one or more output devices.

10. (Amended) A method of generating and delivering an individualized mass medium [program] programming presentation at a receiver station, said receiver station having a receiver for receiving a mass medium [program] programming signal, a computer for generating and communicating information, and one or more output devices operatively connected to said receiver and said computer for delivering to a viewer a mass medium [program] programming and computer information, with said computer comprising one or more data storage locations, said method comprising the steps of:

storing a timing signal and a plurality of a first data, each first datum designating a different type of signal;

controlling said computer one or more times based on a comparison, said first step of controlling comprising:

(1) selecting a first signal, each selected first signal including data, information content, or a control signal respecting a mass medium [program] programming presentation; and

(2) storing each selected first signal at a storage location;

controlling said computer based on said comparison, said second step of controlling comprising:

(1) selecting a second signal, each selected second signal including information content or a control signal respecting a mass medium [program] programming presentation; and

(2) communicating each selected second signal to a processor or an output device;

controlling said computer based on said comparison, said third step of controlling comprising:

(1) identifying a third signal, each identified third signal being a control signal designating a signal type; and

(2) communicating each identified third signal to a processor or an output device;

controlling said computer based on said comparison, said fourth step of controlling comprising:

(1) selecting a first signal or a timing signal; and

(2) generating or communicating some mass medium [program] programming information content in response to a control signal; and

presenting to a subscriber a mass medium [program] programming with said mass medium [program] programming information content, with said mass medium [program] programming and said mass medium [program] programming information content being outputted to said subscriber either as a combined or sequential presentation at an output device or as parallel presentations at a plurality of output devices.

11. (Unchanged) A method of providing data of interest to a receiver station from a remote data source, said data of interest for use at the receiver station in generating or outputting a receiver specific datum, said method comprising the steps of:

storing data at said remote data source;

receiving at said remote data source a query from said receiver station;

transmitting said data from said remote data source to said receiver station in response to said step of receiving said query, said receiver station selecting and storing some of said transmitted data;

transmitting from a second remote source to said receiver station a signal which controls said receiver station to select and process an instruct signal which is effective at said receiver station to coordinate presentation of said data with a separate predetermined presentation sequence.

12. (Unchanged) . A method of communicating subscriber station information from a subscriber station to one or more remote data collection stations, said method comprising the steps of:

inputting a viewer's or participant's reaction at a subscriber station;

receiving at said subscriber station information that designates an instruct signal to process or an output to deliver in consequence of subscriber input;

determining the presence of said subscriber input at said subscriber station by processing said viewer's or participant's reaction;

processing an instruct signal which is effective to coordinate presentation of data with a separate predetermined presentation sequence at said subscriber station in consequence of said step of determining; and

transferring from said subscriber station to one or more remote data collection stations an indication confirming delivery of said instruct signal based on said step of processing or confirming delivery.

13. (Unchanged) The method of claim 12, wherein said instruct signal is input by a subscriber, said method further comprising the steps of:

storing a subscriber instruction to receive one or more specific mass medium programs, data, news items, or computer control instructions; and

receiving one or more specific mass medium programs, data, news items, or computer control instructions in accordance with said instruction.

14. (Unchanged) The method of claim 12, wherein said instruct signal is input by a subscriber, said method further comprising the steps of:

storing a subscriber instruction to process or present one or more mass medium programs, data, news items, or computer control instructions in a specific fashion; and

processing or presenting one or more specific mass medium programs, data, news items, or computer control instructions in accordance with said instruction.

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15. (Unchanged) The method of claim 12, wherein said information that designates a specific subscriber input or said instruct signal is detected in an information transmission from a data or programming source, said method further comprising the steps of:

programming a processor to respond to information communicated from a data or programming source;

receiving an information transmission from a data or programming source;  
inputting at least some of said information transmission to a control signal  
detector;

detecting data or an instruct signal in said information transmission; and  
passing said detected data or instruct signal to said processor.

16. (Unchanged) A method of controlling a remote intermediate transmitter station to communicate data to one or more receiver stations, with said remote intermediate transmitter station including a broadcast or cablecast transmitter, a plurality of selective transfer devices each operatively connected to said broadcast or cablecast transmitter, a data receiver, a control signal detector, and a controller or computer capable of controlling one or more of said selective transfer devices, said remote intermediate transmitter station adapted to detect one or more control signals, to control the communication of said data, and to deliver said data to said broadcast or cablecast transmitter, said method comprising the steps of:

(1) receiving said data to be transmitted by the remote intermediate transmitter station and delivering said data to a data transmitter, said data comprising an instruct signal which is effective at the receiver station to coordinate presentation of said data with a separate predetermined presentation sequence;

(2) receiving said one or more control signals which at the remote intermediate transmitter station operate to control the communication of said data; and

(3) ~~transmitting said one or more control signals from said data transmitter~~  
before a specific time.

17. (Unchanged) The method of claim 16, wherein said specific time is a scheduled time of transmitting said data at said remote intermediate transmitter station or said one or more control signals are effective at the remote intermediate transmitter

station to control one or more of said plurality of selective transmission devices at different times.

18. (Unchanged) The method of claim 16, further comprising the step of embedding a specific one of said one or more control signals in said data before transmitting said data to said remote intermediate transmitter station.

19. (Unchanged) A method of controlling a receiver station including the steps of:

detecting the presence or absence of a broadcast or cablecast control signal;  
inputting an instruct-to-react signal to a processor based on said step of detecting;  
controlling said processor to output specific information in response to said step of inputting; and

coordinating presentation of data with a separate predetermined presentation sequence based on information received from said processor based on said step of controlling.

20. (Unchanged) The method of claim 19, wherein a buffer is operatively connected to said processor for buffering input, said method further comprising the step of:

inputting said instruct-to-react signal directly to said processor.

21. (Amended) The method of claim 19, wherein said processor processes a datum designating a television channel or a television [program] programming, said method further having one step of the group consisting of:

controlling a tuner to tune a receiver to receive the television channel or television [program] programming designated by said processed datum;

controlling a selective transmission device to input to a control signal detector at least some portion of the television channel or television [program] programming designated by said processed datum;

controlling a control signal detector to search for one or more control signals in the television channel or television [program] programming designated by said processed datum;

controlling a selective transmission to input to a computer control signals detected in the television channel or television [program] programming designated by said processed datum;

controlling a computer to respond to control signals detected in the television channel or television [program] programming designated by said processed datum;

controlling a television monitor to display video or audio contained in the television channel or television [program] programming designated by said processed datum;

controlling a video recorder to record or play video or audio contained in the television channel or television [program] programming designated by said processed datum; and

controlling a selective transmission device to communicate to a video recorder or a television monitor the television channel or television [program] programming designated by said processed datum.

22. (Unchanged) The method of claim 19, wherein said processor processes a datum designating one or more specific channels of a multichannel cable or broadcast signal, said method further having one step of the group consisting of:

controlling a tuner to tune a converter to receive the one or more specific channels designated by said processed datum;

controlling a selective transmission device to input to a control signal detector at least some portion of the one or more specific channels designated by said processed datum;

controlling a control signal detector to search for one or more control signals in the one or more specific channels designated by said processed datum;

controlling a selective transmission to input to a computer control signals detected in the one or more specific channels designated by said processed datum;

controlling a computer to respond to control signals detected in the one or more specific channels designated by said processed datum;

controlling a television monitor to display video or audio contained in the one or more specific channels designated by said processed datum;

controlling a video recorder to record or play video or audio contained in the one or more specific channels designated by said processed datum; and

controlling a selective transmission device to communicate to a storage device or an output device the one or more specific channels designated by said processed datum.

23. (Unchanged) A method of controlling a receiver station, said receiver station having a processor for passing and executing instructions and a clock operatively connected to said processor for inputting a timing signal, said method comprising the steps of:

receiving a broadcast or cablecast transmission;

demodulating said broadcast or cablecast transmission to detect an information transmission therein, said information transmission comprising an instruct signal which is effective to coordinate presentation of said with a separate predetermined presentation sequence;

detecting said instruct signal in said information transmission and passing said instruct signal to said processor;

delaying, under processor control, passing said instruct signal to a controllable apparatus;  
passing said instruct signal to said controllable apparatus based on a timing signal;  
and  
controlling said controllable apparatus based on said instruct signal.

24. (Unchanged) The method of claim 23, further comprising the steps of:  
detecting a timing signal in said information transmission;  
passing said timing signal to said clock; and  
timing, under control of said clock, the passing of said instruct signal based on said timing signal.

25. (Unchanged) A method of communicating data and update material to one or more mass medium programming receiver stations each of which includes a broadcast or cablecast data receiver, a data storage device, a control signal detector, a computer capable of processing data, said receiver stations adapted to detect and respond to one or more instruct signals and to store data for subsequent processing, said method comprising the steps of:

- (1) receiving said data to be transmitted and delivering the data to a transmitter;
- (2) receiving said one or more instruct signals which at the receiver station are effective to coordinate presentation of said data with a separate predetermined presentation sequence;
- (3) transferring said one or more instruct signals to a transmitter; and
- (4) transmitting an information transmission comprising said data and said one or more instruct signals.

26. (Unchanged) The method of claim 25, wherein some identification data or said one or more instruct signals are embedded in a television signal containing said data.

27. (Unchanged) The method of claim 25, wherein said step of transmitting directs said broadcast or cablecast transmission to a plurality of receiver stations at the same time and each of said plurality of receiver stations receives or responds to said one or more instruct signals concurrently.

28. (Unchanged) The method of claim 25, wherein said step of transmitting directs said broadcast or cablecast transmission to a plurality of receiver stations at different times and each of said plurality of receiver stations responds to said one or more instruct signals at a different time.

29. (Unchanged) The method of claim 25, further comprising the steps of receiving said data at a receiver in the transmitter station, communicating said data from said receiver to a memory location, and storing said unit at said memory location for a period of time prior to communicating said unit to a transmitter.

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30. (Amended) A method of [generating and] delivering [an individualized] a mass medium [program] programming presentation comprising mass medium [program] programming content and receiver station [program] programming information content at a receiver station, said receiver station having a receiver for receiving a mass medium [program] programming signal, a computer for [generating and] communicating information, and one or more output devices operatively connected to said receiver and said computer for delivering to a viewer said mass medium programming presentation,

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with said computer comprising one or more data storage locations, said method comprising the steps of:

storing a timing signal specifying a time or a series of times;

controlling said computer a first time based on said timing signal, said first step of controlling comprising:

(1) making a comparison between stored identification data designating a viewer interest and received data including timing data;

(2) selecting a portion of said received data based on said comparison; and

(3) storing said selected portion at a one of said one or more storage locations;

controlling said computer a second time based on said timing signal, said second step of controlling comprising:

(1) selecting [one or more] a portion of computer programming instructions;

(2) generating or retrieving receiver station [program] programming information content based on said selected portion of data and in accordance with said portion of instructions; and

(3) preparing to communicate said receiver station [program] programming information content;

controlling said computer a third time based on said timing signal [;], said third step of controlling comprising:

(1) selecting [some] a portion of at least one of said mass medium [program] programming content and said receiver station [program] programming information content;

(2) selecting one or more output devices;

(3) communicating said selected content to said selected one or more output devices;

thereby presenting to a subscriber at a controlled time [an individualized] mass medium [program] programming with mass medium [program] programming content and

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receiver station [program] programming information content, said mass medium [program] programming content and said receiver station [program] programming information content being outputted to said subscriber either as a combined or sequential presentation at an output device or as parallel presentations at a plurality of output devices.

31. (Amended) An apparatus for coordinating a programming presentation at a mass medium [program] programming receiver station comprising:

a first output device for outputting to a subscriber [at least some of a] mass medium [program] programming;

a storage device for storing a timing control signal, said timing control signal comprising a datum designating a time (a) to obtain from a first remote station some information to be processed for subsequent output in coordination with said mass medium [program] programming or (b) to select some information associated with a coordinated programming presentation when received from a remote station;

a processor operatively connected to said storage device for receiving from [said] one of said first remote station and a second remote station one or more [codes] instructions or identification data that designate one or more outputs to coordinate with said mass medium [program] programming;

a receiver operatively connected to said processor for receiving a sequence of instructions which are effective to control the presentation of coordinated output;

a controller or computer operatively connected to said receiver section for controlling or communicating information to an output device; and

a second output device operatively connected to said controller or computer for presenting said one or more outputs coordinated with said mass medium [program] programming.

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32. (Amended) A method of delivering an individualized mass medium [program] programming presentation comprising mass medium [program] programming content and receiver station [program] programming information content at a receiver station, said receiver station having a receiver for receiving a mass medium [program] programming signal, a computer for processing and communicating information, and one or more output devices operatively connected to said receiver and said computer for delivering to a subscriber said presentation, with said computer comprising one or more data storage locations, said method comprising the steps of:

receiving a plurality of timing signals or a timing signal specifying a series of times;

detecting the presence of an instruct-to-coordinate signal received from a remote station or from a mass medium [program] programming source, said instruct-to-coordinate signal designating a specific one of said plurality of timing signals or a specific one of said series of times;

selecting at a first controlled time one or more data to serve as a basis for [some] a portion of said individualized mass medium [program] programming presentation; and subsequently

outputting to said subscriber at a second controlled time in the course of a mass medium [program] programming presentation processed information of said selected one or more data, at least one of said first controlled time and said second controlled time being in response to said instruct-to-coordinate signal and said processed information of said selected one or more data being outputted either as combined or sequential output with said mass medium [program] programming or at a first of said one or more output devices concurrently with said mass medium [program] programming outputted at a second of said one or more output devices.

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33. (Amended) An apparatus for providing a coordinated programming presentation at a mass medium [program] programming receiver station comprising:

- a first receiver for receiving [a] mass medium [program] programming at said mass medium [program] programming receiver station;
- a first output device for outputting said mass medium [program] programming;
- a first processor for receiving from a remote station or from a mass medium [program] programming source an instruct-to-coordinate signal that designates one or more data to select and input to a second processor;
- a second receiver operatively connected to said first processor for receiving said one or more data, said one or more data being associated with said coordinated programming presentation, and communicating said data to said second processor at a specific time;
- said second processor operatively connected to said second receiver for processing said designated data to output coordinated presentation content; and
- a second output device operatively connected to said second processor for outputting said coordinated presentation content.

34. (Amended) A method of delivering an individualized mass medium program presentation at a receiver station, said receiver station having at least one receiver for receiving mass medium program signals, a computer for processing and communicating information, and one or more output devices operatively connected to said receiver and said computer for delivering to a subscriber said presentation, with said computer comprising one or more data storage locations, said method comprising the steps of:

- receiving data to be processed or communicated in response to an instruct-to-coordinate signal;

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detecting the presence of said instruct-to-coordinate signal received from a remote station or from a mass medium program source, said instruct-to-coordinate signal designating one or more mass medium programs to be coordinated;

selecting in response to said instruct-to-coordinate signal one or more of said received data to serve as a basis for [some] a portion of said individualized mass medium program presentation; and subsequently

outputting to said subscriber processed information of said selected one or more data in the course of the presentation of said one or more mass medium programs, said processed information of said selected one or more data being outputted at one of said one or more output devices either as a combined or sequential output with said one or more mass medium programs or at a first of said one or more output devices concurrently or sequentially with said one or more mass medium programs outputted at a second of said one or more output devices.

35. (Unchanged) A method of providing data of interest to a receiver station from a remote data source, said data of interest for use at the receiver station in generating or outputting a receiver specific datum, said method comprising the steps of:

storing data at said remote data source;

receiving at said remote data source a query from said receiver station;

transmitting said data from said remote data source to said receiver station in response to said step of receiving said query, said receiver station selecting and storing some of said transmitted data;

transmitting from a second remote source to said receiver station a signal which controls said receiver station to select and process an instruct signal which is effective at said receiver station to coordinate two predetermined sequences, at least one of which is based on said selected data.

36. (Unchanged) A method of communicating subscriber station information from a subscriber station to one or more remote data collection stations, said method comprising the steps of:

- (1) inputting a viewer's or participant's reaction at said subscriber station;
- (2) receiving at said subscriber station at least one datum that designates an instruct signal to process or an output to deliver in consequence of subscriber input;
- (3) determining the presence of said subscriber input at said subscriber station by processing said viewer's or participant's reaction;
- (4) processing said information and coordinating two predetermined sequences at said subscriber station in consequence of said step of determining; and
- (5) transferring from said subscriber station to said one or more remote data collection stations an indication confirming execution of said step of processing.

37. (Unchanged) The method of claim 36, wherein said instruct signal is input by a subscriber, said method further comprising the steps of:

- storing a subscriber instruction to receive one or more specific mass medium programs, data, news items, or computer control instructions; and
- receiving said one or more specific mass medium programs, data, news items, or computer control instructions in accordance with said instruction.

38. (Unchanged) The method of claim 36, wherein said instruct signal is input by a subscriber, said method further comprising the steps of:

- storing a subscriber instruction to process or present one or more mass medium programs, data, news items, or computer control instructions in a specific fashion; and
- processing or presenting said one or more specific mass medium programs, data, news items, or computer control instructions in accordance with said instruction.

39. (Unchanged) The method of claim 36, wherein said information that designates an instruct signal to process or an output to deliver is detected in an information transmission from a data or programming source, said method further comprising the steps of:

programming a processor to respond to information communicated from said data or programming source;

receiving an information transmission from said data or programming source;

inputting at least some of said information transmission to a control signal detector;

detecting data or an instruct signal in said information transmission; and

passing said detected data or instruct signal to said processor.

40. (Unchanged) A method of controlling a remote intermediate data transmitter station to communicate data to one or more receiver stations, with said remote intermediate data transmitter station including a broadcast or cablecast transmitter for transmitting one or more signals which are effective at a receiver station to instruct a computer or processor, a plurality of selective transfer devices each operatively connected to said broadcast or cablecast transmitter for communicating data, a data receiver for receiving at least one instruct signal, a control signal detector, and a controller or computer capable of controlling one or more of said selective transfer devices, and with said remote intermediate data transmitter station adapted to detect the presence of one or more control signals, to control the communication of said at least one instruct signal in response to said one or more control signals, and to deliver at its broadcast or cablecast transmitter said at least one instruct signal, said method comprising the steps of:

(1) receiving an instruct signal to be transmitted by the remote intermediate data transmitter station and delivering said instruct signal to at least one origination

transmitter, said instruct signal being effective at a receiver station to coordinate two predetermined sequences;

(2) receiving one or more control signals which at the remote intermediate data transmitter station operate to control the communication of said instruct signal; and

(3) transmitting said one or more control signals from said at least one origination transmitter before a specific time.

41. (Unchanged) The method of claim 40, further comprising the step of embedding one of said one or more control signals in an information transmission containing said instruct signal before transmitting said instruct signal to said remote transmitter station.

42. (Unchanged) The method of claim 40, wherein one of (1) said specific time is a scheduled time of transmitting (a) said instruct signal or (b) some information associated with said instruct signal from said remote intermediate data transmitter station and (2) said one or more control signals are effective at said remote intermediate data transmitter station to control one or more of said plurality of selective transfer devices at different times.

43. (Unchanged) A method of controlling a receiver station including the steps of:

~~detecting one of the presence and absence of a broadcast or cablecast control~~  
signal;

inputting an instruct-to-react signal to a processor based on said step of detecting;

controlling said processor to output specific information in response to said step of inputting; and

coordinating two predetermined sequences on the basis of information received from said processor based on said step of controlling.

44. (Unchanged) The method of claim 43, wherein a buffer is operatively connected to said processor for buffering input, said method further comprising the step of:

inputting said instruct-to-react signal directly to said processor.

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45. (Amended) The method of claim 43, wherein said processor processes a datum designating a television channel or a television [program] programming or one or more specific channels of a multichannel cablecast or broadcast transmission, said method further having one step of the group consisting of:

controlling a tuner to tune a receiver or converter to receive said television channel or said television [program] programming or said one or more specific channels designated by said processed datum;

controlling a selective transfer device to input to a control signal detector at least some portion of said television channel or said television [program] programming or said one or more specific channels designated by said processed datum;

controlling a control signal detector to search for one or more control signals in said television channel or said television [program] programming or said one or more specific channels designated by said processed datum;

controlling a selective transfer device to input to a computer control signals detected in said television channel or said television [program] programming or said one or more specific channels designated by said processed datum;

controlling a computer to respond to control signals detected in said television channel or said television [program] programming or said one or more specific channels designated by said processed datum;

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Cml  
controlling a television monitor to display video or audio contained in said television channel or said television [program] programming or said one or more specific channels designated by said processed datum;

controlling [a video recorder to record or play] storage device to process video or audio contained in said television channel or said television [program] programming or said one or more specific channels designated by said processed datum; and

controlling a selective transfer device to communicate to [a video recorder] storage device or a television monitor said television channel or said television [program] programming or said one or more specific channels designated by said processed datum.

46. (Unchanged) A method of controlling a receiver station, said receiver station having a processor for passing and executing instructions and a clock operatively connected to said processor for inputting a timing signal, said method comprising the steps of:

receiving a broadcast or cablecast transmission;

demodulating said broadcast or cablecast transmission to detect an information transmission thereon, said information transmission comprising an instruct signal which is effective to coordinate two predetermined sequences;

detecting said instruct signal on said information transmission and passing said instruct signal to said processor;

delaying, under processor control, the passing of said instruct signal to a controllable apparatus;

passing said instruct signal to said controllable apparatus on the basis of a timing signal; and

controlling said controllable apparatus based on said instruct signal.

47. (Unchanged) A method of controlling at least one of a plurality of receiver stations each of which includes a broadcast or cablecast receiver, a processor, a signal detector, said signal detector adapted to detect signals within a broadcast or cablecast transmission, and said processor programmed to respond to detected signals communicated from said detector, and said method comprising the steps of:

- (1) receiving at a broadcast or cablecast transmitter station a first instruct signal which is effective at said at least one of a plurality of receiver stations to coordinate two predetermined sequences;
- (2) transferring said first instruct signal to a first transmitter;
- (3) receiving one or more first control signals at said transmitter station, said control signals addressing said first instruct signal to said processor of at least one specific receiver station; and
- (4) transferring said one or more first control signals to one of said first transmitter and a second transmitter, said transmitter station broadcasting or cablecasting said first instruct signal and said one or more first control signals to said plurality of receiver stations.

48. (Unchanged) The method of claim 47, wherein at least one of said first instruct signal and said one or more first control signals are embedded in the non-visible portion of a television signal.

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49. (Unchanged) The method of claim 47, wherein a switch communicates signals selectively between a receiver and one of a memory or recorder and said transmitter, said method further comprising one from the group consisting of:

detecting a second control signal which is effective at the transmitter station to cause communication;

determining a specific signal source from which to communicate at least one of said instruct signal and said first control signals to said transmitter;

controlling said switch to communicate at least one of said instruct signal and said first control signals to said transmitter in response to a second control signal which is effective at the transmitter station to instruct communication;

controlling said switch to communicate at least one of said instruct signal and said first control signals from a selected signal source; and

controlling said switch to communicate to said memory or recorder at least one of said instruct signal and said first control signals.

50. (Unchanged) The method of claim 47, wherein a controller controls a switch to communicate to said transmitter a selected signal, further comprising one from the group consisting of:

detecting a second control signal which is effective at the transmitter station to cause transmission;

inputting to said controller a second control signal which is effective to control said switch;

controlling said switch to communicate at least one of said instruct signal and said first control signals according to a transmission schedule;

controlling said switch to communicate from a specific one of a plurality of signal sources; and

controlling said switch to communicate at least one of said instruct and said first control signals to a selected one of a plurality of transmitters.

51. (Unchanged) The method of claim 47, further comprising one from the group consisting of:

transmitting to a receiver station one or more data that designate a time or a channel of transmission of said instruct signal; and

transmitting to a receiver station one or more data that specify the title of or some subject matter contained in a unit of mass medium programming or data associated with said instruct signal; and

transmitting to a receiver station a second control signal to cause said receiver station to tune to a broadcast or cablecast transmission containing a specific instruct signal.

52. (Unchanged) The method of claim 47, wherein said one or more first control signals further comprise downloadable executable code targeted to said processor at one or more of said plurality of receiver stations, said downloadable executable code programming the way or method in which said at least one processor responds to said instruct signal.

53. (Unchanged) The method of claim 47, wherein at least one receiver station is adapted to detect the presence of said one or more first control signals or programmed to respond to said instruct signal on the basis of the location of a signal in an information transmission, said method further comprising the step of causing at least some of said control signal or instruct signal to be transmitted in said location.

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54. (Amended) The method of claim 43, wherein a first of said two predetermined sequences includes a sequence of mass medium [program] programming content and a second of said two predetermined sequences includes a series of computer outputs from a receiver station computer.

55. (Unchanged) The method of claim 54, wherein an instruct-to-coordinate signal causes said receiver station to commence outputting said sequence of mass medium [program] programming content.

56. (Unchanged) The method of claim 55, wherein a third predetermined sequence includes a series of instructions and said instruct-to-coordinate signal causes said receiver station to commence inputting said instructions to said computer.

57. (Amended) The method of claim 54, wherein an instruct-to-coordinate signal causes said receiver station to generate at least [some of] two [or more] images from said series of computer outputs.

58. (Unchanged) The method of claim 54, wherein an instruct-to-coordinate signal causes said computer to output at least a first of said series of computer outputs:

59. (Amended) The method of claim 54, wherein said sequence of mass medium [program] programming content includes only some of a portion of television [program] programming and said series of computer outputs includes a balance of said portion of television [program] programming.

60. (Unchanged) The method of claim 59, wherein said only some of said television [program] programming includes only some of a series of video images of said television [program] programming, and said series of computer outputs includes the balance of said series of video images.

38 61. (Amended) The method of claim 59, wherein said series of computer outputs includes a receiver specific datum and said receiver station presents [an] individualized television [program] programming.

62. (Amended) The method of claim 59, wherein said sequence of mass medium [program] programming content is received at said receiver station in a television signal, said method further comprising the steps of:  
detecting an instruct-to-generate signal in said television signal; and  
generating at least some of said series of computer outputs in [response to] accordance with said instruct-to-generate signal.

63. (Unchanged) The method of claim 56, wherein said third predetermined sequence is detected in an analog television signal.

64. (Unchanged) The method of claim 56, wherein said third predetermined sequence is detected in a digital television signal.

39 65. (Amended) The method of claim 46, wherein a first of said predetermined sequences includes a sequence of mass medium [program] programming content and a second of said predetermined sequences includes a series of a computer outputs from a receiver station computer.

66. (Amended) The method of claim 65, wherein said instruct signal causes said receiver station to commence outputting said sequence of mass medium [program] programming content.

67. (Unchanged) The method of claim 66, wherein a third predetermined sequence includes a series of instructions and said instruct signal causes said receiver station to commence inputting said instructions to said computer.

68. (Unchanged) The method of claim 65, wherein said instruct signal causes said receiver station to generate at least some of two or more images of said series of computer outputs.

69. (Unchanged) The method of claim 65, wherein said instruct signal causes said computer to output at least a first of said series of computer outputs.

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Cmt  
70. (Amended) The method of claim 65, wherein said sequence of mass medium [program] programming content includes only some of a television [program] programming and said series of computer outputs includes a balance of said television [program] programming.

71. (Amended) The method of claim 70, wherein said only some of said television [program] programming includes only some of a series of video images of said television [program] programming, and said series of computer outputs includes the balance of said series of video images.

72. (Amended) The method of claim 70, wherein said series of computer outputs includes a receiver specific datum and said receiver station presents an individualized television [program] programming.

73. (Amended) The method of claim 70, wherein said sequence of mass medium [program] programming content is received at said receiver station in a television signal, said method further comprising the steps of:  
detecting an instruct-to-generate signal in said television signal; and  
generating at least some of said series of computer outputs in response to said instruct-to-generate signal.

74. (Unchanged) The method of claim 67, wherein said third predetermined sequence is detected in an analog television signal.

75. (Unchanged) The method of claim 67, wherein said third predetermined sequence is detected in a television signal.

76. (Amended) The method of claim 47, wherein a first of said two predetermined sequences coordinated at said at least one receiver station includes a sequence of mass medium [program] programming content and a second of said two predetermined sequences includes a series of computer outputs.

77. (Unchanged) The method of claim 76, further comprising the step of transmitting said sequence of mass medium [program] programming content to said at least one of a plurality of receiver stations.

78. (Unchanged) The method of claim 77, further comprising the step of embedding said first instruct signal in an information transmission containing said sequence of mass medium [program] programming content.

79. (Unchanged) The method of claim 78, wherein said first instruct signal is embedded in said information transmission before at least some of said sequence of mass medium [program] programming content is transmitted to said at least one of a plurality of receiver stations.

80. (Amended) The method of claim 76, wherein said first instruct signal causes said receiver station to commence outputting at least some portion of one of said sequence of mass medium [program] programming content and said sequence of computer outputs, said method further comprising the step of transmitting a second instruct signal which operates at said receiver station to deliver at an output device at least [some] a portion of said series of computer outputs.

81. (Amended) The method of claim 80, further comprising the step of embedding said second instruct signal in a signal containing [at least some] one of said [first] two predetermined [sequence] sequences [and said second predetermined sequence] before transmitting said second instruct signal.

82. (Amended) The method of 81, wherein said second instruct signal operates at said at least one of said plurality of receiver stations to generate at least [some] a portion of said series of computer outputs.

83. (Amended) A method at a receiver station of coordinating the processing of data and television programming to present a [user specific] locally pertinent output, said method comprising the steps of:

selecting a datum of interest;

storing the selected datum of interest;

receiving a plurality of units of television programming at the receiver station;

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selecting one of the plurality of received units of television programming;  
outputting the selected unit of television programming at at least one output device at the receiver station;  
receiving a plurality of control signals;  
generating a [user specific] locally pertinent display based on the stored datum of interest;  
outputting the [user specific] locally pertinent display to the at least one output device to present the [user specific] locally pertinent output comprising the outputted unit of television [program] programming and the outputted [user specific] locally pertinent display, at least one of said steps of generating and outputting the [user specific] locally pertinent display being performed in response to at least one of said received plurality of control signals.

84. (Amended) A method of coordinating the output of a [user specific] local output at a receiver station, said receiver station having a computer for generating [a user specific] said local output, a detector operatively connected to said computer, and at least one output device, said method comprising the steps of:

selecting at least one datum of interest;  
storing the selected at least one datum of interest;  
receiving a digital information transmission containing (i) programming to be outputted in a television presentation and (ii) a control signal;  
detecting the control signal in the digital information transmission;  
generating the [user specific] local output based on said stored selected at least one datum;  
outputting to the at least one output device the generated [user specific] local output based on said step of detecting, to present an output at the at least one output device including the [user specific] local output.

85. (Unchanged) The method of claim 84, wherein said step of receiving comprises the step of receiving television programming.

86. (Unchanged) The method of claim 84, said at least one output device includes a display device, said method further comprising the step of displaying the received digital information transmission containing (i) programming to be outputted in a television presentation at the display device.

J13  
Cmt  
87. (Amended) The method of claim 86 wherein said step of generating comprises the step of generating [a user specific] visual display pertaining to a user based on said stored selected at least one datum.

88. (Amended) The method of claim 87 wherein said step of outputting comprises the step of outputting to the display device the generated [user specific] visual display in response to said step of detecting to present an output on the display device including [the] television programming to be outputted in a television presentation and the generated [user specific] visual display, said television programming to be outputted in a television presentation and said generated visual display being outputted one of sequentially and in combination.

89. (Amended) A method at a receiver station of coordinating the processing of data to present a [user specific] local output, said method comprising the steps of:  
selecting a datum of interest, said step of selecting comprising:  
(a) storing at the receiver station an identification signal identifying the datum of interest;

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F. Cont.

(b) receiving from a remote data source a plurality of data including the datum of interest, each of said plurality of data comprising an identification signal and an information signal;

(c) comparing the identification signal of the datum of interest to the identification signals of each of the received data;

(d) selecting the datum of interest from the plurality of received data based on said step of comparing;

storing the selected datum of interest;

receiving a plurality of units of television programming at the receiver station;

selecting one of the plurality of received units of programming;

outputting the selected unit of programming on an output device at the receiver station;

receiving a plurality of control signals;

generating a [user specific] local display based on at least the information signal of the stored datum of interest;

outputting the [user specific] local display to the output device to present the [user specific] local output comprising a portion of the outputted unit of television [program] programming and the outputted [user specific] local display, at least one of said steps of generating and outputting the local display being performed in response to at least one of said received plurality of control signals.

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90. (Amended) A method at a receiver station of coordinating the processing of data to present a [user specific] local output, said method comprising the steps of:

receiving data in at least one information channel;

selecting at least a portion of said received data that is of interest to the user;

storing said selected at least said portion of said data;

J13  
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receiving television programming and a control signal in said at least one information channel;  
detecting the control signal in the at least one information channel;  
generating a [user specific] local graphic [based on] by processing said stored selected at least said portion of said data;  
outputting to a monitor the generated [user specific] local graphic based on said step of detecting to present a visual display on the monitor comprising the [user specific] local graphic.

91. (Unchanged) The method of claim 90 wherein at least one of said steps of receiving comprises receiving said at least one information channel, said at least one information channel comprising a digital information transmission.

92. (Unchanged) The method of claim 90 wherein at least one of said steps of receiving comprises the step of automatically querying a data service to obtain at least one of said data, said television programming and said control signal.

93. (Unchanged) The method of claim 90 wherein at least one of said steps of receiving comprises the step of receiving a first information transmission from one of a broadcast and a cablecast television transmission source, said first information transmission comprising a digital information channel.

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Gmt

94. (Amended) A method at a receiver station of coordinating the processing of data to present a [user specific] local output, said method comprising the steps of:  
storing identification information identifying data of interest to the user;  
receiving data over an information channel;

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Cmt.

comparing the received data to the stored identification information;  
selecting, based on said step of comparing, the data of interest to the user from the received data;  
storing said selected data;  
receiving an information transmission comprising television programming and a control signal;  
detecting the control signal in the information transmission;  
generating a [user specific] local graphic based on said stored selected data;  
outputting to a monitor the generated [user specific] local graphic based on said step of detecting to present a visual display on the monitor including the [user specific] local graphic.

95. (Amended) A method at a receiver station of coordinating the processing of data to present a [user specific] local output, said method comprising the steps of:

receiving one of a television broadcast and a television cablecast transmission, said transmission comprising television programming, data, and a control signal;  
detecting the data in the transmission;  
selecting at least a portion of said detected data that is of interest to the user;  
storing said selected data;  
detecting the control signal in the transmission;  
generating a [user specific] local graphic based on said stored selected data;  
outputting to a monitor the generated [user specific] local graphic based on said step of detecting to present a visual display on the monitor including the [user specific] local graphic.

96. (Amended) A method at a receiver station of coordinating the processing of data to present a [user specific] local output, said method comprising the steps of:

storing identification information identifying data of interest to the user;  
receiving a plurality of information channels;  
scanning each of said channels;  
identifying one of said plurality of information channels containing the data of interest to the user;  
tuning to the identified channel;  
detecting the data of interest received on the identified channel;  
storing said detected data of interest;  
receiving at least one information transmission containing television programming and a control signal;  
detecting the control signal in the information transmission;  
generating a [user specific] local graphic based on said stored selected data;  
outputting to a monitor the generated [user specific] local graphic based on said step of detecting to present a visual display on the monitor including the [user specific] local graphic.

97. (Amended) A method at a receiver station of coordinating the processing of data to present a [user specific] local output, said method comprising the steps of:

storing identification information identifying data of interest to the user;  
receiving a plurality of information channels, at least one of said channels containing data;  
scanning each of said plurality of information channels;  
comparing the identification information to the data on each said scanned channel;

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identifying the channel containing the data of interest based on said step of comparing;  
tuning to the identified channel;  
detecting the data of interest received on the identified channel;  
storing said detected data of interest;  
receiving at least one information transmission containing television programming and a control signal;  
detecting the control signal in the at least one information transmission;  
generating a [user specific] local graphic based on said stored selected data;  
outputting to a display device at the receiver station the generated [user specific] local graphic based on said step of detecting.

98. (Amended) A method at a receiver station of coordinating the processing of data and television programming to present a [user specific] local output, said method comprising the steps of:

- selecting a datum of interest, said step of selecting comprising:
- (a) storing an identification signal at the receiver station identifying the datum of interest;
  - (b) querying a remote data source;
  - (c) receiving, in response to said step of querying, a plurality of data including the datum of interest from the remote data source, each of said plurality of data comprising an identification signal and an information signal;
  - (d) selecting the datum of interest from the plurality of received data;  
storing the selected datum of interest;  
receiving a plurality of units of television programming at the receiver station;  
selecting one of the received plurality of units of television programming;

outputting the selected unit of television programming on an output device at the receiver station;

receiving a plurality of control signals;

generating a [user specific] local display based on at least the information signal of the stored datum of interest;

outputting the [user specific] local display to the output device to present the [user specific] local output comprising the outputted unit of television programming and the outputted [user specific] local display, at least one of said steps of generating and outputting the user specific display being performed [based on] in response to at least one of said received plurality of control signals.

99. (Unchanged) A method of providing data of interest to a receiver station from a remote data source, said data of interest for use at the receiver station in one of generating and outputting at least one receiver specific datum, said method comprising the steps of:

storing data at said remote data source;

receiving at said remote data source a query from said receiver station;

transmitting said data from said remote data source to said receiver station in response to said step of receiving said query, said receiver station selecting and storing at least a portion of said transmitted data;

transmitting from a second remote source to said receiver station a signal which controls said receiver station to select and process an instruct signal which is effective at said receiver station to coordinate data processing with at least one of communication and presentation of television programming.

415 100. (Amended) A method of communicating subscriber station information from a subscriber station to at least one remote data collection station, said method comprising the steps of:

inputting a subscriber reaction at said subscriber station;  
receiving at said subscriber station information that designates at least one of an instruct signal to process and an output to deliver in consequence of subscriber input;  
determining the presence of said subscriber input at said subscriber station by processing said subscriber reaction;  
[processingan] processing an instruct signal which is effective to coordinate data processing with at least one of communication and presentation of television programming at said subscriber station in consequence of said step of determining; and  
transferring from said subscriber station to at least one remote data collection station at least one datum at least one of confirming delivery of said instruct signal from said step of processing and confirming delivery of said effect from said step of processing.

101. (Unchanged) The method of claim 100, wherein said instruct signal is input by a subscriber, said method further comprising the steps of:

storing a subscriber instruction to receive at least one of specific mass medium programs, data, news items, and computer control instructions; and  
receiving at least one of specific mass medium programs, data, news items, and computer control instructions in accordance with said instruction.

102. (Unchanged) The method of claim 100, wherein said instruct signal is input by a subscriber, said method further comprising the steps of:

storing a subscriber instruction to process or present at least one mass medium programs, data, news items, or computer control instructions in a specific fashion; and

processing or presenting at least one of specific mass medium programs, data, news items, and computer control instructions in accordance with said instruction.

103. (Unchanged) The method of claim 100, wherein said information that designates one of an instruct signal to process and an output to deliver in consequence of subscriber input is detected in an information transmission from one of a data source and a programming source, said method further comprising the steps of:

programming a processor to respond to information communicated from said one of a data source and a programming source;

receiving an information transmission from said one of a data source and a programming source;

inputting at least a portion of said information transmission to a control signal detector;

detecting one of data and an instruct signal in said information transmission; and passing said detected one of data and an instruct signal to said processor.

J16  
Cmt.

104. (Amended) A method of controlling a remote intermediate television transmitter station to communicate television [program] programming material to at least one receiver station, said remote intermediate television transmitter station including one of a broadcast and a cablecast transmitter, a plurality of selective transfer devices each operatively connected to said one of a broadcast and a cablecast transmitter, a receiver for receiving television programming from at least one origination transmitter station, a control signal detector, and one of a controller and a computer capable of controlling at least one of said plurality of selective transfer devices, and with said remote television transmitter station adapted to detect the presence of at least one control signal, and to deliver at said one of a broadcast and a cablecast transmitter said television programming, said method comprising the steps of:

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Cnd  
receiving said television programming at said at least one origination transmitter station and delivering said television programming to at least one origination transmitter, said television programming to have at least one associated instruct signal which is effective at the at least one receiver station to coordinate data processing with at least one of communication and presentation of said television programming;

receiving at least one control signal which at the remote intermediate television transmitter station operates to control the communication of at least one of said television programming and said at least one instruct signal; and

transmitting said at least one control [signal from] signal from said at least one origination transmitter before a specific time.

105. (Unchanged) The method of claim 104, wherein said at least one control signal includes one of a code and a datum which operates at the remote intermediate television transmitter station to identify said at least one of said television programming and said at least one instruct signal, said method further comprising the step of:

transmitting a schedule which operates at the remote intermediate television transmitter station to communicate said at least one of said television programming and said at least one instruct signal to said at least one origination transmitter at said specific time.

106. (Unchanged) The method of claim 104, further comprising the step of embedding a specific one of said at least one control signal in an information transmission containing said at least one of said television programming and said at least one instruct signal before transmitting said at least one of television programming and said at least one instruct signal to said remote intermediate television transmitter station.

107. (Unchanged) The method of claim 104, wherein one of (i) said specific time is a scheduled time of transmitting said at least one of television programming and said at least one instruct signal at said remote intermediate television transmitter station and (ii) said at least one control signal is effective at the remote intermediate television transmitter station to control at least one of said plurality of selective transfer devices at different times.

108. (Unchanged) A method of controlling a receiver station including the steps of:

detecting one of the presence and absence of one of a broadcast and a cablecast control signal;

inputting an instruct-to-react signal to a processor based on said step of detecting one of the presence and absence of a control signal;

controlling said processor to output specific information in response to said step of inputting an instruct-to-react signal; and

coordinating data processing with communication or presentation of television programming on the basis of information received from said processor based on said step of controlling a processor.

109. (Unchanged) The method of claim 108, wherein a buffer is operatively connected to said processor for buffering input, said method further comprising the step of:

bypassing said buffer and inputting said instruct-to-react signal directly to said processor.

110. (Amended) The method of claim 108, wherein said processor processes a datum designating one of a television channel and a television [program] programming, said method further comprising the step of  
controlling a tuner to tune a receiver to receive the television channel or television [program] programming designated by said processed datum.

111. (Unchanged) The method of claim 108, wherein said processor processes a datum designating at least one specific channel of one of a multichannel cable signal and a multichannel broadcast signal, said method further comprising the step of  
controlling a tuner to tune a converter to receive the at least one specific channel designated by said processed datum.

112. (Unchanged) A method of controlling a receiver station, said receiver station having a processor for passing and executing instructions and a clock operatively connected to said processor for inputting a timing signal, said method comprising the steps of:  
receiving one of a broadcast and a cablecast transmission;  
demodulating said one of a broadcast and a cablecast transmission to detect an information transmission thereon, said information transmission comprising an instruct signal which is effective to coordinate data processing with at least one of communication and presentation of television programming;  
detecting said instruct signal on said information transmission and passing said instruct signal to said processor;  
delaying, under processor control, the passing of said instruct signal to a controllable apparatus;  
passing said instruct signal to said controllable apparatus on the basis of said timing signal; and

controlling said controllable apparatus based on said instruct signal.

113. (Unchanged) A method of controlling at least one of a plurality of receiver stations each of which includes one of a broadcast and a cablecast mass medium programming receiver, at least one output device, a control signal detector, at least one processor capable of responding to an instruct signal, and with each said at least one of said plurality of receiver stations adapted to detect and respond to at least one instruct signal, said method comprising the steps of:

receiving at one of a broadcast and a cablecast transmitter station an instruct signal which is effective at said at least one of said plurality of receiver stations to coordinate data processing with at least one of communication and presentation of television programming and delivering the instruct signal to a transmitter;

receiving at said transmitter station at least one control signal which at the receiver station operates to communicate the instruct signal to a specific processor; and

transferring said at least one control signal to the transmitter, said transmitter transmitting the instruct signal and the at least one control signal.

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114. (Amended) The method of claim 113, wherein one of said instruct signal and identification data in respect of said instruct signal is embedded one of in a television signal and in a signal containing a television [program] programming.

115. (Unchanged) The method of claim 113, wherein a switch communicates signals selectively from a receiver and one of a memory and a recorder to a transmitter, said method further comprising the step of:

detecting a first signal which is effective at the transmitter station to instruct communication.

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Cmt.

116. (Amended) The method of claim 113, wherein a controller controls a switch to communicate to said transmitter one of a selected mass medium [program] programming and a control signal, said method further comprising the step of:

- detecting a signal which is effective at the transmitter station to instruct transmission;
- inputting to said controller a signal which is effective to control said switch;
- controlling said switch to communicate one or more instruct signals according to a transmission schedule;
- controlling said switch to communicate a signal from a specific one of a plurality of instruct signal sources; and
- controlling said switch to communicate an instruct signal to a selected one of a plurality of transmitters.

117. (Amended) The method of claim 113, further comprising the step of:

- transmitting to a receiver station at least one datum that one of (i) designates one of a time and a channel of transmission of said instruct signal and (ii) specifies one of the title of and subject matter contained in a mass medium [program] programming associated with said instruct signal.

118. (Amended) The method of claim 108, wherein said processor processes a datum designating one of a television channel and a television [program] programming, said method further comprising the step of controlling a selective transmission device to input to a control signal detector at least a portion of said one of a television channel and a television [program] programming designated by said processed datum.

119. (Amended) The method of claim 108, wherein said processor processes a datum designating one of a television channel and a television [program] programming,

said method further comprising the step of controlling a control signal detector to search for at least one control signal in the one of a television channel and a television [program] programming designated by said processed datum.

120. (Amended) The method of claim 108, wherein said processor processes a datum designating one of a television channel and a television [program] programming, said method further comprising the step of controlling a selective transmission device to input to a computer control signals detected in the one of a television channel and a television [program] programming designated by said processed datum.

121. (Amended) The method of claim 108, wherein said processor processes a datum designating one of a television channel and a television [program] programming, said method further comprising the step of controlling a computer to respond to control signals detected in the one of a television channel and a television [program] programming designated by said processed datum.

122. (Amended) The method of claim 108, wherein said processor processes a datum designating one of a television channel and a television [program] programming, said method further comprising the step of controlling a television monitor to display one of video and audio contained in the television channel or television [program] programming designated by said processed datum.

123. (Amended) The method of claim 108, wherein said processor processes a datum designating one of a television channel and a television [program] programming, said method further comprising the step of controlling a [video recorder to one of record and play] storage device to process one of video and audio contained in the one of a

television channel and television [program] programming designated by said processed datum.

124. (Amended) The method of claim 108, wherein said processor processes a datum designating one of a television channel and a television [program] programming, said method further comprising the step of controlling a selective transmission device to communicate to one of a [video recorder] storage device and a television monitor one of the television channel and the television [program] programming designated by said processed datum.

125. (Unchanged) The method of claim 108, wherein said processor processes a datum designating at least one specific channel of one of a multichannel cable signal and a multichannel broadcast signal, said method further comprising the step of controlling a selective transmission device to input to a control signal detector at least some portion of the one or more specific channels designated by said processed datum.

126. (Unchanged) The method of claim 108, wherein said processor processes a datum designating at least one specific channel of one of a multichannel cable signal and a multichannel broadcast signal, said method further comprising the step of controlling a control signal detector to search for one or more control signals in the one or more specific channels designated by said processed datum.

127. (Unchanged) The method of claim 108, wherein said processor processes a datum designating at least one specific channel of one of a multichannel cable signal and a multichannel broadcast signal, said method further comprising the step of controlling a selective transmission to input to a computer control signals detected in the one or more specific channels designated by said processed datum.

128. (Unchanged) The method of claim 108, wherein said processor processes a datum designating at least one specific channel of one of a multichannel cable signal and a multichannel broadcast signal, said method further comprising the step of controlling a computer to respond to control signals detected in the one or more specific channels designated by said processed datum.

129. (Unchanged) The method of claim 108, wherein said processor processes a datum designating at least one specific channel of one of a multichannel cable signal and a multichannel broadcast signal, said method further comprising the step of controlling a television monitor to display video or audio contained in the one or more specific channels designated by said processed datum.

130. (Amended) The method of claim 108, wherein said processor processes a datum designating at least one specific channel of one of a multichannel cable signal and a multichannel broadcast signal, said method further comprising the step of controlling a [video recorder to record or play] storage device to process video or audio contained in the one or more specific channels designated by said processed datum.

131. (Unchanged) The method of claim 108, wherein said processor processes a datum designating at least one specific channel of one of a multichannel cable signal and a multichannel broadcast signal, said method further comprising the step of controlling a selective transmission device to communicate to a storage device or an output device the one or more specific channels designated by said processed datum.

132. (Unchanged) The method of claim 113, wherein a switch communicates signals selectively from a receiver and one of a memory and a recorder to a transmitter,

said method further comprising the step of determining a specific signal source from which to communicate a second signal to said transmitter.

133. (Unchanged) The method of claim 113, wherein a switch communicates signals selectively from a receiver and one of a memory and a recorder to a transmitter, said method further comprising the step of controlling said switch to communicate a second signal to said transmitter in response to a first signal which is effective at the transmitter station to instruct communication.

134. (Unchanged) The method of claim 113, wherein a switch communicates signals selectively from a receiver and one of a memory and a recorder to a transmitter, said method further comprising the step of controlling said switch to communicate a second signal from said selected signal source.

135. (Unchanged) The method of claim 113, wherein a switch communicates signals selectively from a receiver and one of a memory and a recorder to a transmitter, said method further comprising the step of controlling said switch to communicate to said one of a memory and a recorder a first signal which is effective at the receiver station to instruct.

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~~136. (Amended) The method of claim 113, wherein a controller controls a switch to communicate to said transmitter one of a selected mass medium [program] programming and a control signal, said method further comprising the step of inputting to said controller a signal which is effective to control said switch.~~

137. (Amended) The method of claim 113, wherein a controller controls a switch to communicate to said transmitter one of a selected mass medium [program]

programming and a control signal, said method further comprising the step of controlling said switch to communicate at least one instruct signal according to a transmission schedule.

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138. (Amended) The method of claim 113, wherein a controller controls a switch to communicate to said transmitter one of a selected mass medium [program] programming and a control signal, said method further comprising the step of controlling said switch to communicate a signal from a specific one of a plurality of instruct signal sources.

139. (Amended) The method of claim 113, wherein a controller controls a switch to communicate to said transmitter one of a selected mass medium [program] programming and a control signal, said method further comprising the step of controlling said switch to communicate said instruct signal to a selected one of a plurality of transmitters.

140. (Unchanged) The method of claim 113, further comprising the step of transmitting to said one of a plurality of receiver stations a control signal to cause said one of a plurality of receiver stations to tune to one of a broadcast and a cablecast transmission containing a specific instruct signal.

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141. (Amended) The method of claim 89, wherein [at least a multiplicity] said at least one of said received plurality of control signals is inputted locally.

142. (Amended) The method of claim 141, wherein [said at least one of] said local display is generated and communicated in response to said received plurality of control signals [is inputted locally].

143. (Unchanged) The method of claim 104, wherein said at least one control signal includes a schedule.

144. (Amended) A method of coordinating a presentation at a plurality of output devices at a receiver station, said method comprising the steps of:

tuning a first receiver to a first one of a broadcast transmission and a cablecast transmission;

receiving said first tuned one of [said] a broadcast transmission and [said] a cablecast transmission, wherein said one of a broadcast transmission and a cablecast transmission includes programming and a first control signal;

outputting the received programming on a first output device;

detecting the received first control signal;

tuning a second receiver, [to one of a channel and a frequency] based on said detected first control signal, to receive a second one of a broadcast transmission and a cablecast transmission, wherein at least a portion of said second one of [said] a broadcast transmission and [said] a cablecast transmission is related to the received programming;

outputting the related at least a portion of said second one of [said] a broadcast transmission and [said] a cablecast transmission to a second output device wherein said receiver station outputs said first tuned one of a broadcast transmission and a cablecast transmission and said related at least a portion of said second one of a broadcast transmission and a cablecast transmission simultaneously.

145. (Amended) A method of coordinating a presentation at a plurality of output devices at a receiver station, said method comprising the steps of:

tuning a television receiver to a first one of a broadcast transmission and a cablecast transmission;

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receiving said first tuned one of [said] a broadcast transmission and [said] a cablecast transmission, wherein said one of a broadcast transmission and a cablecast transmission includes television programming and a first control signal;

outputting the received television programming on a first output device;

detecting the received first control signal;

tuning an information receiver, [to at least one of a channel and a frequency] based on said detected first control signal, to receive a second one of a broadcast transmission and a cablecast transmission, wherein at least a portion of said second one of [said] a broadcast transmission and [said] a cablecast transmission is related to the received television programming;

outputting the related at least a portion of said second one of [said] a broadcast transmission and [said] a cablecast transmission to a second output device wherein said receiver station outputs said first tuned one of a broadcast transmission and a cablecast transmission and said related at least a portion of said second one of a broadcast transmission and a cablecast transmission simultaneously.

146. (Amended) A method of coordinating a presentation at a plurality of output devices at a receiver station, said method comprising the steps of:

tuning a television receiver to a first one of a broadcast transmission and a cablecast transmissions;

receiving said first tuned one of [said] a broadcast transmission and [said] a cablecast transmission, wherein said one of a broadcast transmission and a cablecast transmission includes television programming and a first control signal;

outputting the received television programming on a first output device;

detecting the received first control signal;

tuning a radio receiver, [to at least one of a channel and a frequency] based on said detected first control signal; to receive a second one of a broadcast transmission and

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a cablecast transmission, wherein said second one of [said] a broadcast transmission and [said] a cablecast transmission includes [a] radio [program] programming, said radio [program] programming being related to said received television programming; outputting the received radio [program] programming to an output device.

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147. (Unchanged) A method of communicating subscriber station information from a subscriber station to at least one remote data collection station, said method comprising the steps of:

- (1) inputting a subscriber reaction at the subscriber station;
  - (2) receiving at said subscriber station information that designates at least one of at least one instruct signal to process and an output to deliver in consequence of a subscriber input;
  - (3) determining the presence of said subscriber input at said subscriber station by processing said subscriber reaction;
  - (4) processing at least one instruct signal which is effective to coordinate a media presentation at said subscriber station in consequence of said step of determining; and
  - (5) transferring from said subscriber station to said at least one remote data collection station at least one datum confirming delivery of at least one of:
    - (a) said at least one instruct signal from said step of processing; and
    - (b) said effect from said step of processing.
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148. (Unchanged) The method of claim 147, wherein said at least one instruct signal is input by a subscriber based on viewing and listening to present viewable and audible programming, said method further comprising the steps of:

storing at least one identifier which identifies by comparison to receive at least one of specific mass medium programming, specific data, specific news items, and specific computer control instructions; and

receiving said at least one of said specific mass medium programming, said specific data, said specific news items, and said specific computer control instructions in accordance with said at least one identifier.

149. (Unchanged) The method of claim 147, wherein said at least one instruct signal is input by a subscriber, said method further comprising the steps of:

storing a subscriber instruction to one of process and present at least one of mass medium programming, data, news items, and computer control instructions in a specific fashion; and

at least one of processing and presenting at least one of said specific mass medium programming, said specific data, said specific news items, and said specific processor control instructions in accordance with said subscriber instruction.

150. (Unchanged) The method of claim 147, wherein said information that designates one of a specific subscriber input and said at least one instruct signal is detected in an information transmission from one of a data source and a programming source, said method further comprising the steps of:

programming a processor to respond to information communicated from said one of said data source and said programming source;

receiving the information transmission from said one of said data source and said programming source;

inputting at least a portion of said information transmission to a control signal detector;

detecting one of data and said at least one instruct signal in said information transmission; and

passing said detected one of said data and said at least one instruct signal to said processor.

151. (Unchanged) A method of controlling a remote television transmitter station to communicate television programming material to at least one receiver station, with said remote television transmitter station including one of a broadcast transmitter and a cablecast transmitter for transmitting television programming, a plurality of selective transfer devices each operatively connected to said one of said broadcast transmitter and said cablecast transmitter for communicating said television programming, a television receiver for receiving said television processor, wherein each of said at least one remote television transmitter station is adapted to detect the presence of at least one control signal, and to deliver at said one of said broadcast transmitter and said cablecast transmitter said television programming, said method comprising the steps of:

(1) receiving said television programming at said at least one origination transmitter station and delivering said television programming to at least one origination transmission transmitter, said television programming having an instruct signal which is effective at at least one of said remote television transmitter station and said at least one receiver station to coordinate a media presentation;

(2) receiving said at least one control signal which at the remote television transmitter station operates to control the communication of said television programming; and

(3) transmitting said at least one control signal from said at least one origination transmitter station before a specific time.

152. (Unchanged) The method of claim 151, wherein aid at least one control signal includes at least one of a code and a datum which operates at the remote television transmitter station to identify said television programming, said method further comprising the step of:

transmitting a schedule which operates at the remote television transmitter station to communicate said television programming to said at least one origination transmitter at said specific time.

153. (Unchanged) The method of claim 151, further comprising the step of:  
embedding a specific one of said at least one control signal in said specific television programming before transmitting said television programming to said remote television transmitter station.

154. (Unchanged) The method of claim 151, wherein said specific time is a scheduled time of transmitting said television programming at said remote television transmitter station and said at least one control signal is effective at the remote television transmitter station to control at least one of said plurality of selective transfer devices at different times.

155. (Unchanged) A method controlling at least one remote transmitter station to deliver a receiver specific output at a receiver station and controlling said receiver station to communicate at least one receiver specific datum to a remote data collection station, wherein said receiver station is remote from said at least one remote transmitter station and said remote data collection station is remote from said receiver station, said method comprising the steps of:

(1) receiving at said at least one remote transmitter station at least one instruct signal which operates to coordinate a media presentation and operates at said receiver

station to assemble and communicate said at least one receiver specific datum to said remote data collection station;

(2) receiving a control signal which operates at said at least one remote transmitter station to control the communication of said at least one instruct signal and communicating said control signal to said at least one remote transmitter station;

(3) receiving at least one of a code and an indication designating said at least one instruct signal to be transmitted by said at least one remote transmitter station, wherein said at least one of said code and said indication to serve at said receiver station as a source from which to select said at least one receiver specific datum; and

(4) transmitting at least one information transmission including said at least one instruct signal and said at least one of said code and said indicator from said at least one remote transmitter station.

156. (Unchanged) The method of claim 155, wherein said at least one receiver specific datum evidences at least one of:

- (1) at least one of the availability, use, and usage of information; and
- (2) a receiver specific response to said at least one instruct signal.

157. (Unchanged) The method of claim 155, wherein said at least one instruct signal includes a portion of downloadable code.

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158. (Amended) A method of controlling at least one receiver station [each of] said at least one receiver station including a mass medium programming receiver, a signal detector, at least one of at least one computer and at least one processor, wherein [each of] said at least one receiver station is adapted to detect the presence of at least one control signal and to input a subscriber reaction to a specific offer communicated in mass medium programming, said method comprising the steps of:

[(1)] receiving an instruct signal at a transmitter station and delivering said instruct signal to a transmitter, said instruct signal being effective at said at least one receiver station to coordinate a media presentation;

[(2)] receiving at least one of a code and a datum at said transmitter station, wherein said at least one of [said] a code and [said] a datum designates at least one of said instruct signal and said subscriber reaction;

[(3)] receiving at least one control signal at said transmitter station, wherein said at least one control signal at said at least one receiver station operates to at least one of decrypt and enable at least a portion of said instruct signal;

[(4)] transferring at least one of said at least one of [said] a code and [said] a datum and said at least one control signal to [the] said transmitter at said transmitter station; and

[(5)] transmitting said instruct signal and said at least one of said at least one of [said] a code and [said] a datum and said at least one control signal from said transmitter station.

159. (Amended) The method of claim 158, wherein at least one of said at least one control signal and said at least one of [said] a code and [said] a datum is embedded in one of a television signal and a signal containing [the] television programming.

160. (Unchanged) The method of claim 158, wherein at least one of said instruct signals and said at least one control signal is effective to output a subscriber order for one of a product and a service offered in said specific offer, said method further comprising the step of:

transmitting a portion of information which serves as a basis at said at least one receiver station for one of selecting and assembling specific information to communicate to a remote data collection site.

161. (Unchanged) The method of claim 158, wherein said at least one control signal incorporates a portion of downloadable code.

162. (Unchanged) The method of claim 158, wherein said mass medium programming is to be printed.

163. (Unchanged) A method of controlling a receiver station including the steps of:

detecting one of a presence and an absence of one of a broadcast control signal and a cablecast control signal;

inputting an instruct-to-react signal to a processor based on said step of detecting; controlling said processor to output specific information in response to said instruct-to-react signal; and

coordinating a media presentation on the basis of said specific information received from said processor based on said step of controlling said processor.

164. (Unchanged) The method of claim 163, wherein a buffer is operatively connected to said processor for buffering input, said method further comprising the step of:

bypassing said buffer and inputting said instruct-to-react signal directly to said processor.

165. (Amended) The method of claim 163, wherein said processor processes a datum designating at least one of a television channel and a television [program] programming, said method further comprising at least one of the steps of:

controlling a tuner to tune a receiver to receive said at least one of said television channel and said television [program] programming designated by said processed datum;

controlling a selective transfer device to input to a control signal detector at least a portion of said at least one of said television channel and said television [program] programming designated by said processed datum;

controlling a control signal detector to search for at least one control signal in said at least one of said television channel and said television [program] programming designated by said processed datum;

controlling a selective transfer device to input to a computer control signals detected in said at least one of said television channel and said television [program] programming designated by said processed datum;

controlling a computer to respond to control signals detected in said at least one of said television channel and said television [program] programming designated by said processed datum;

controlling a television monitor to display at least one of video and audio contained in said at least one of said television channel and said television [program] programming designated by said processed datum;

controlling [a video recorder to one of record and play] storage device to process one of video and audio contained in said at least one of said television channel and said television [program] programming designated by said processed datum; and

controlling a selective transfer device to communicate to at least one of [a video recorder] storage device and a television monitor said at least one of said television channel and said television [program] programming designated by said processed datum.

166. (Amended) The method of claim 163, wherein said processor processes a datum designating at least one specific channel of one of a multichannel cable signal and a multichannel broadcast signal, said method further comprising at least one of the steps of:

controlling a tuner to tune a converter to receive said at least one specific channel designated by said processed datum;

controlling a selective transfer device to input to a control signal detector at least a portion of said at least one specific channel designated by said processed datum;

controlling a control signal detector to search for at least one control signal in said at least one specific channel designated by said processed datum;

controlling a selective transfer device to input to a computer control signals detected in said at least one specific channel designated by said processed datum;

controlling a computer to respond to control signals detected in said at least one specific channel designated by said processed datum;

controlling a television monitor to display at least one of video and audio contained in said at least one specific channel designated by said processed datum;

controlling a [video recorder to one of record and play] storage device to process one of video and audio contained in said at least one specific channel designated by said processed datum; and

controlling a selective transfer device to communicate to at least one of a storage device and an output device said at least one specific channel designated by said processed datum.

167. (Unchanged) A method of controlling a receiver station, wherein said receiver station has a processor for passing and executing instructions and a clock operatively connected to said processor for inputting a timing signal, said method comprising the steps of:

receiving one of a broadcast transmission and a cablecast transmission;  
demodulating said one of said broadcast transmission and said cablecast transmission to detect an information transmission thereon, said information transmission including an instruct signal which is effective to coordinate media presentation;  
detecting said instruct signal on said information transmission and passing said instruct signal to said processor;  
delaying, under processor control, the passing of said instruct signal to a controllable apparatus;  
passing said instruct signal to said controllable apparatus on the basis of the timing signal; and  
coordinating said media presentation based on said instruct signal.

168. (Unchanged) A method of communicating data and update material to at least one mass medium programming receiver station, each of said at least one mass medium programming receiver station including at least one of a broadcast receiver and a cablecast receiver, a data storage device, a control signal detector, and a computer, wherein each of said at least one mass medium programming receiver station is adapted to detect and respond to at least one instruct signal and to store data for subsequent processing, said method comprising the steps of:

- (1) receiving data to be transmitted and delivering the data to a transmitter;
- (2) receiving the at least one instruct signal which at the at least one mass medium programming receiver station is effective to coordinate a media presentation based on the data;
- (3) transferring said at least one instruct signal to the transmitter; and
- (4) transmitting at least one information transmission including said data and said at least one instruct signal.

169. (Unchanged) The method of claim 168, wherein at least one of identification data and said at least one instruct signal is embedded in a television signal containing said data.

170. (Unchanged) The method of claim 168, wherein said step of transmitting directs one of a broadcast transmission and a cablecast transmission to a plurality of said at least one mass medium programming receiver station at the same time and each of said plurality of said at least one mass medium programming receiver station at least one of receives and responds to said at least one instruct signal concurrently.

171. (Unchanged) The method of claim 168, further comprising the steps of:  
receiving said data at a first receiver in a transmitter station;  
communicating said data from said first receiver to a memory location; and  
storing said data at said memory location for a period of time prior to  
communicating said data to the transmitter.

172. (Amended) A method of delivering user specific programming at a receiver station, said receiver station including a receiver, a detector, a computer, and at least one first output device, said method comprising the steps of:  
receiving first data and video programming, said video programming [being of] to be outputted for a duration of time, wherein only a portion of said duration contains at least a first time interval of specific relevance, and wherein at least one of said first data and said video programming is received from at least one remote transmitter station;  
selecting and delivering said video programming to said at least one first output device for output to a user;  
detecting said first data before a time period during which user specific information will be processed and delivering said first data to said computer;

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generating second data to serve as a basis for delivering said user specific programming by processing at least a first of said first data in said time period;  
communicating at least one of (i) at least a second of said first data and (ii) at least a first of said second data to said at least one first output device in said at least said first time interval of specific relevance based on said step of generating; and  
outputting said user specific programming, said user specific programming including said video programming and said at least one of said first data and said second data.

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173. (Unchanged) The method of claim 172, wherein said step of communicating includes selecting said at least one of (i) said at least said second of said first data and (ii) said at least said first of said second data based on said user specific information.

174. (Unchanged) The method of claim 173, wherein said only said portion of said duration includes a plurality of time intervals of specific relevance, said method further comprising the step of:

communicating at least a second of said first data and said second data in at least a second of said plurality of time intervals.

175. (Unchanged) The method of claim 174, wherein said only said portion of said duration contains at least one time interval during which user specific programming is not to be outputted at said at least one output device, said method further comprising the step of: ceasing to output said at least one of (i) said at least said second of said first data and (ii) said at least said first of said second data before said at least one time interval.

176. (Unchanged) The method of claim 175, wherein a plurality of said second data are outputted at said at least one output device before said at least one time interval.

177. (Unchanged) The method of claim 176, wherein at least one of second data is outputted at said at least one output device after said at least one time interval.

178. (Unchanged) The method of claim 172, wherein said at least one first output device includes a second output device, said method further comprising the step of:

outputting at said second output device at least one of (i) a portion of said user specific programming and (ii) information which explains a significance of said user specific programming.

179. (Unchanged) The method of claim 178, wherein said second output device outputs information which explains said significance of at least said portion of said user specific programming.

180. (Unchanged) The method of claim 179, wherein supplemental information is outputted that identifies information contained in said user specific programming by at least one of title and subject matter.

181. (Unchanged) The method of claim 180, wherein said user specific programming includes at least one graphic image and audio describes subject matter contained in said at least one graphic image.

182. (Unchanged) The method of claim 181, wherein said at least one graphic image is outputted at least one of said printer and a video monitor.

183. (Unchanged) The method of claim 180, wherein at least a portion of said supplemental information is outputted at a speaker.

184. (Unchanged) The method of claim 183, further comprising the step of:  
one of processing and outputting a digital television signal.

185. (Amended) The method of claim 172, [said method] further comprising the steps of:

detecting at least a first control signal pertaining to said user specific programming before [said at least a part of said video programming containing said only said portion of said duration is displayed] display at said at least one output device of said video programming within said only a portion of said duration; and

outputting at least a portion of said user specific programming based on said at least said first control signal.

186. (Unchanged) The method of claim 185, wherein said first control signal is received from said at least one remote transmitter station, said method further comprising the step of:

selecting at least a portion of said at least one of said first data and said video programming based on said at least said first control signal.

187. (Unchanged) The method of claim 185, wherein at least a second control signal pertaining to said user specific programming is detected before at least part of the

video programming contained in said at least said first time interval is displayed at said at least one output device, said method further comprising the step of:

passing said at least said second control signal to said computer.

188. (Unchanged) The method of claim 187, wherein said at least one of (i) said at least said second of said first data and (ii) said at least said first of said second data is communicated to said at least one output device based on said at least said second control signal.

gar 189. (Amended) The method of claim 188, wherein at least one of said second data is generated [in response to] accordance with said at least said second control signal, said method further comprising the step of:

detecting said at least said second control signal before the end of said time period.

190. (Unchanged) The method of claim 172, wherein said video programming is received from said at least one remote transmitter station, said method further comprising the step of:

programming said receiver station to process digital data embedded in a signal containing said video programming.

191. (Unchanged) The method of claim 190, wherein said receiver station performs at least one of said steps of generating and communicating based on said step of programming.

192. (Unchanged) The method of claim 172, wherein said first data are received from said at least one remote transmitter station, said method further comprising the step of:

programming said receiver station to process digital data embedded in a signal containing said first data.

193. (Unchanged) The method of claim 192, wherein said receiver station performs at least one of said steps of generating and communicating based on said step of programming.

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194. (Amended) The method of claim 172, [said method] further comprising the steps of:

detecting at least a first discrete signal in a signal transmitted from said at least one remote transmitter station; and

organizing information contained in said at least a first discrete signal with information contained in a second discrete signal in order to transfer at least one microprocessor instruction.

195. (Unchanged) The method of claim 194, wherein said at least one microprocessor instruction contains said information contained in said at least said first discrete signal and said information contained in a second discrete signal and said step of organizing comprises assembling.

196. (Unchanged) The method of claim 172, wherein said first data and said video programming are both received from said at least one remote transmitter station.

197. (Unchanged) The method of claim 196, wherein said at least one remote transmitter station includes at least one intermediate transmitter station, said method further comprising the step of:

tuning at least one receiver to receive said at least one of said first data and said video programming.

198. (Unchanged) The method of claim 196, wherein said receiver station is enabled to output said user specific programming based on a signal transmitted from said receiver station to said at least one remote transmitter station.

199. (Unchanged) A method of delivering user specific programming at least one receiver station, each of said at least one receiver station including a receiver, at least one output device, a detector, and at least one processor operatively connected to said at least one output device, wherein each of said at least one receiver station is adapted to detect first data and generate second data, said second data to serve as a basis for communicating user specific information, said method comprising the steps of:

receiving at least one of video programming and said first data at at least a first transmitter station, said video programming to be displayed at said at least one output device for at least a duration of time, wherein only a portion of said duration of time is to include at least one time interval of specific relevance, and wherein said first data are to be processed at said at least one receiver station to generate said second data;

commencing to transfer said at least one of said video programming and said first data to at least a first transmitter at a first specific time; and

transmitting from said at least one transmitter station at least one information transmission including said at least one of said video programming and said first data.

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200. (Amended) The method of claim 199, [said method] further comprising the step of storing said at least one of said video programming and said first data before said first specific time.

201. (Amended) The method of claim 200, [said method] further comprising the steps of:

receiving said at least one of said video programming and said first data from a second transmitter station; and

controlling at least one selective transfer device to communicate said at least one of said video programming and said first data to at least one of (i) a memory and (ii) said at least said first transmitter before said first specific time.

202. (Unchanged) The method of claim 201, wherein said at least one selective transfer device includes at least one of a switch and a processor.

203. (Unchanged) The method of claim 199, wherein said at least said first transmitter station transmits both of said video programming and said first data, said method further comprising the step of:

commencing to transfer the other of said video programming and said first data to said at least said first transmitter at a second specific time.

204. (Unchanged) The method of claim 203, wherein said at least said first transmitter station transmits at least one of said first data before transmitting at least a portion of said video programming.

205. (Unchanged) The method of claim 204, wherein said second data are generated at said at least one receiver station before said at least said portion of said video

programming is outputted at said at least one output device, said method further comprising the step of:

transmitting at least one control signal which serves as a basis, at said at least one receiver station, for outputting at least a portion of said user specific programming.

206. (Unchanged) The method of claim 199, wherein said at least one receiver station outputs audio while outputting said video programming, said method further comprising the step of transmitting said audio.

207. (Unchanged) The method of claim 206, wherein said audio explains a significance of at least a portion of said user specific programming, said method further comprising the step of:

commencing to transfer said audio to said at least said first transmitter before transferring at least a portion of said video programming to said at least said first transmitter.

208. (Unchanged) The method of claim 207, wherein said user specific information is outputted at said at least one output device while said at least said portion of said video programming is outputted at said at least one output device.

209. (Unchanged) The method of claim 208, wherein said audio explains a meaning of said user specific information.

210. (Unchanged) The method of claim 209, wherein said video programming and said audio are included in television programming, said method further comprising the step of transmitting a television signal.

211. (Unchanged) The method of claim 210, wherein at least one control signal enables said at least one receiver station to deliver said user specific programming at said at least one output device, said method further comprising the step of:

embedding said at least one control signal in at least one of said television signal and a multichannel signal containing said television signal.

212. (Unchanged) The method of claim 211, wherein said at least one control signal causes said at least one receiver station to at least one of generate said second data and communicate said user specific information to said at least one output device.

213. (Unchanged) The method of claim 212, wherein said at least said first transmitter station includes a second transmitter station and said at least one control signal causes said second transmitter station to transfer said at least one of said television programming to a second transmitter.

214. (Unchanged) The method of claim 213, wherein said second transmitter station is an intermediate transmitter station.

13/  
J. Gnt.  
215. (Amended) A method of delivering user specific programming at least one receiver station, each of said at least one receiver station including a receiver, at least one output device, a detector, and at least one processor operatively connected to said at least one output device, wherein each of said at least one receiver station is adapted to

detect first data and generate second data, said second data to serve as a basis for communicating user specific information, said method comprising the steps of:

[(1)] receiving at least one of video programming and said first data at at least a first transmitter station, said video programming to be outputted at said at least one output device for at least a duration of time, wherein only a portion of said duration of

time to include at least one time interval of specific relevance, and wherein said first data are to be processed at said at least one receiver station to generate said second data;

43/ Gmdd  
[(2)] receiving at least a first control signal which operates at said at least said first transmitter station to communicate said at least one of said video programming and said first data to at least a first transmitter; and

[(3)] transmitting from said at least one transmitter station at least one information transmission including said at least one of said video programming and said first data.

216. (Amended) The method of claim 215, [said method] further comprising the step of:

storing said at least one of said video programming and said first data in accordance with said at least said at least one first control signal.

217. (Amended) The method of claim 216, [said method] further comprising the step of:

identifying said at least one of said video programming and said first data in accordance with said at least one first control signal.

218. (Amended) The method of claim 216, [said method] further comprising the step of:

controlling at least one selective transfer device to communicate said at least one of said video programming and said first data to at least one of (i) a memory and (ii) said at least said first transmitter in accordance with said at least one first control signal.

219. (Unchanged) The method of claim 218, wherein said at least one selective transfer device includes at least one of a switch and a processor.

732 220. (Amended) The method of claim 218, wherein said at least one first control signal includes a schedule.

221. (Unchanged) The method of claim 220, wherein said at least said first transmitter station transmits both of said video programming and said first data, said method further comprising the step of:

transmitting at least one of said first data before transmitting at least a portion of said video programming.

733 222. (Amended) The method of claim 220, [said method] further comprising the step of:

transmitting at least one instruction which serves as a basis at said at least one receiver station for outputting at least a portion of said user specific programming.

223. (Amended) The method of claim 215, [said method] further comprising the step of:

transmitting audio in accordance with said at least said at least one first control signal.

734 224. (Unchanged) The method of claim 223, wherein said audio explains a significance of at least a portion of said user specific programming.

734 Cmt, 225. (Amended) The method of claim 224, wherein said at least [said] one first control signal causes said at least said first transmitter station to transfer said audio from at least one of a switch and a memory to said at least said first transmitter.

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J. C. M.  
226. (Amended) The method of claim 215, wherein said video programming is included in television programming, said method further comprising the step of:  
transmitting a television signal in accordance with said at least [said] one first control signal.

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227. (Unchanged) The method of claim 226, wherein at least one instruction enables said at least one receiver station to deliver said user specific programming at said at least one output device, said method further comprising the step of:  
embedding said at least one instruction in at least one of said television signal and a multichannel signal containing said television signal.

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228. (Unchanged) The method of claim 227, wherein said at least one instruction enables said at least one receiver station to identify at least said television programming.

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J. C. M.  
229. (Amended) The method of claim 228, wherein said at least [said] one first control signal includes said at least one instruction.

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230. (Amended) The method of claim 215, wherein said at least said first transmitter is located at a second transmitter station, said method further comprising the steps of:  
communicating said at least [said] one first control signal to a second transmitter;  
and transmitting said at least said first control signal.

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231. (Amended) The method of claim 230, wherein said at least [said] one first control signal enables said second transmitter station to identify a programming signal, said method further comprising the step of:

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including at least a first identifier in said at least said first control signal.

232. (Unchanged) The method of claim 231, wherein said at least said second transmitter station identifies said programming signal based on a comparison, said method further comprising the steps of:

including a second identifier in at least one second control signal; and  
transmitting said at least said second control signal.

233. (Unchanged) The method of claim 232, wherein said programming signal contains at least one of said video programming and said first data.

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234. (Amended) The method of claim 233, wherein said at least one second control signal enables said second transmitter station to transmit said programming signal at a scheduled time, said method further comprising the step of:

including at least one datum of said scheduled time in at least one of said at least said first control signal and said second control signal.

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235. (Amended) A method of delivering [user specific] customized programming at a receiver station, said receiver station including a receiver, a detector, a computer, and at least one output device, said method comprising the steps of:

receiving first data and video programming, said video programming [being of] to be outputted for a duration of time, wherein only a portion of said duration contains at least one time interval of specific relevance, and at least one of said first data and said video programming is received from at least one remote transmitter station;  
selecting and delivering said video programming to said at least one output device for output to a user;

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storing said first data before a time period during which user [specific] information will be processed;  
generating second data to serve as a basis for delivering said [user specific] customized programming by processing at least one of said first data in said time period;  
communicating said second data to said at least one output device in said at least one time interval of specific relevance based on said step of generating second data; and  
outputting said [user specific] customized programming, said [user specific] customized programming including said video programming and said second data.

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236. (Amended) An apparatus for coordinating a programming presentation at a mass medium programming receiver station comprising:  
a first receiver section for receiving mass medium programming at said mass medium programming receiver station;  
a first of a plurality of output devices operatively connected to said first receiver section for outputting said mass medium programming;  
a first processor operatively connected to said first receiver section for receiving from one of a remote station and a mass medium programming source a signal that designates at least one coordinated programming output to present;  
a second receiver section operatively connected to said first processor for receiving an instruct signal which is effective to control a specific fashion of coordinated presentation;  
a second processor operatively connected to said second receiver section for controlling one of said plurality of output devices; and  
a second of said plurality of output devices operatively connected to said second processor for outputting coordinated mass medium programming material.

237. (Amended) A method of delivering an individualized mass medium programming presentation at a receiver station, said receiver station having a receiver for receiving a mass medium programming signal, a computer for processing and communicating information, and at least one output device operatively connected to said receiver and said computer for delivering to a user mass medium programming and computer information, with said computer comprising at least one data storage location [s], said method comprising the steps of:

receiving data to be processed for presentation in coordination with a mass medium programming output;

detecting an instruct-to-coordinate signal received from a remote station or from a mass medium programming source, said instruct-to-coordinate signal designating a plurality of one of input sources and times, and one of one output time and a location;

controlling a plurality of output devices to communicate mass medium programming, at least one of said received data to be processed for presentation in coordination with a mass medium programming output, and at least one instruction which is effective to perform one of the functions of generating and outputting data for presentation with mass medium programming; and

outputting to a user a coordinated presentation of mass medium programming and at least one [receiver specific] locally pertinent datum, said coordinated presentation being outputted at said at least one output device as one of at least one [receiver specific] locally pertinent datum one of combined with and output sequentially with mass medium [program] programming, and as at least one [receiver specific] locally pertinent datum outputted at a first of said at least one output device concurrently with mass medium programming outputted at a second of said at least one output device.

238. (Amended) An apparatus for coordinating a programming presentation at a mass medium programming receiver station comprising:

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a first receiver section for receiving mass medium programming at said mass medium programming receiver station;

a first output device operatively connected to said receiver station for outputting said mass medium programming to a subscriber;

a control signal detector operatively connected to said receiver [station] section for detecting the presence of a timing signal communicated from one of a remote station and a mass medium programming source;

[one of] a [controller and a computer] processor operatively connected to said control signal detector for controlling a selected output device in response to an instruct-to-coordinate signal that designates at least one of a signal [type] kind and a device to control;

a second output device operatively connected to said [one of said controller and said computer] processor for outputting selected mass medium programming material in response to a control signal, said coordinated mass medium programming material being outputted at said receiver station with said mass medium programming.

239. (Amended) A method of delivering an individualized mass medium programming presentation at a receiver station, said receiver station having a receiver for receiving a mass medium programming signal, a computer for processing and communicating information, and at least one output device operatively connected to said receiver and said computer for delivering to a subscriber mass medium programming and computer information, with said computer comprising at least one data storage location, said method comprising the steps of:

receiving a plurality a signals to be coordinated for presentation to a user;

detecting the presence of an instruct-to-coordinate signal received from one of a remote station and a mass medium programming source, said instruct-to-coordinate

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signal designating one of a specific coordinated presentation to output and a specific [type] kind of mass medium programming to present;

selecting mass medium programming to coordinate;

selecting [receiver specific] locally pertinent information to coordinate; and

outputting to a user a coordinated presentation of said selected mass medium programming and said selected [receiver specific] locally pertinent information, with at least one of said selected mass medium programming and said selected [receiver specific] locally pertinent information being selected the basis of one [of a code and identification] datum associated with said [selected at least one] specific kind of [said selected] mass medium [program] programming, wherein said coordinated presentation is outputted at said at least one output device as one of (i) a [receiver specific information one of] combined [with and output sequentially] and (ii) a sequential presentation of said locally pertinent information with said mass medium [program] programming, and [as receiver specific] (iii) said locally pertinent information outputted at a first of said at least one output device concurrently with said mass medium programming outputted at a second of said at least one output device.

240. (Amended) A method of delivering a coordinated mass medium programming presentation at a receiver station, said receiver station having at least one receiver for receiving a mass medium programming signal, a computer for processing and communicating information, and a plurality of output devices operatively connected to said at least one receiver and said computer for delivering mass medium programming materials to a user, said method comprising the steps of:

receiving a plurality of signals to be coordinated for presentation to a subscriber, at least two of said plurality of signals containing different [types] kinds of mass medium programming;

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Cmt.

detecting the presence of an instruct-to-coordinate signal received from a remote station or from a mass medium programming source, said instruct-to-coordinate signal designating one of a specific coordinated [presentation to] output to deliver, and a specific [type] kind of mass medium programming to present;

outputting first mass medium programming;

selecting second mass medium programming in response to said detected instruct-to-coordinate signal; and

outputting to a user a coordinate presentation [of] based on said first mass medium programming and said selected second mass medium programming, [said first and second mass medium programming being of different mass medium programming types and] said coordinated mass medium programming presentation being outputted at at least one of said plurality of output devices one of concurrently and sequentially based on different kinds of mass medium programming.

241. (Amended) A method of delivering an individualized mass medium programming presentation at a receiver station, said receiver station having a receiver for receiving a mass medium programming signal, a computer for processing and communicating information, and at least one output device operatively connected to said receiver and said computer for delivering to a user mass medium programming and computer information, with said computer comprising at least one data storage location, said method comprising the steps of:

receiving one of a plurality of timing signals and a timing signal specifying a series of times;

detecting the presence of an instruct-to-coordinate signal received from one of a remote station and from a mass medium programming source, said instruct-to-coordinate signal designating one of a specific one of said plurality of timing signals and a specific one of said series of times;

generating at a first controlled time at least one [receiver specific] local output to be coordinated; and subsequently

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Cmt.  
outputting to a subscriber at a second controlled time in the course of a mass medium programming presentation one of said at least one locally generated [receiver specific] output, one of said first controlled time and said second controlled time being in response to said instruct-to-coordinate signal and said outputted locally generated [receiver specific] output being outputted as a one of (i) a combined and (ii) a sequential output with [one of] said mass medium programming and at a first of said at least one output device concurrently [with mass medium programming outputted at a second] (iii) parallel outputs at a plurality of said at least one output devices.

242. (Amended) A method of delivering an individualized mass medium programming presentation at a receiver station, said receiver station having a receiver for receiving a mass medium programming signal, a computer for processing and communicating information, and at least one output device operatively connected to said receiver and said computer for delivering to a user a mass medium programming and computer information, with said computer comprising at least one data storage location, said method comprising the steps of:

receiving one of a plurality of timing signals and a timing signal specifying a series of times;

detecting the presence of an instruct-to-coordinate signal received from one of a remote station and from a mass medium programming source, said instruct-to-coordinate signal designating one of a specific one of said plurality of timing signals and a specific one of said series of times;

generating at a first controlled time at least one [receiver specific] local output to be coordinated; and subsequently

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Cmt.

outputting to a user at at least one second controlled time in the course of a mass medium programming presentation a one of series of locally generated [receiver specific] [output] outputs, one of said first controlled time and said second controlled time being in response to said instruct-to-coordinate signal and a portion of said [outputted] series of locally generated [receiver specific] [output] outputs being outputted as one [of one] of (i) a combined and (ii) a sequential output of locally generated information with said mass medium programming, and (iii) a parallel output at a first of said at least one output device concurrently with mass medium programming outputted at a second of said at least one output device.

243. (Amended) A method of delivering a coordinated mass media programming presentation at a receiver station, said receiver station having at least one receiver for receiving a mass medium programming signal, a computer for processing and communicating information, and a plurality of output devices operatively connected to said at least one receiver and said computer for delivering mass medium programming materials to a subscriber, said method comprising the steps of:

receiving a plurality a signals to be coordinated for presentation to a user, at least two of said plurality of signals containing different [types] kinds of mass medium programming;

detecting the presence of a plurality of instruct-to-coordinate signals, at least one instruct-to-coordinate signal received from one of a remote station and a mass medium programming source;

performing in response to said at least one instruct-to-coordinate signal received from one of a remote station and a mass medium programming source one of:

- (1) selecting a receiver specific datum to process;
- (2) generating [a receiver specific] locally datum to present;
- (3) selecting a receiver specific output to communicate; and

(4) controlling [a receiver specific] at least one of said plurality of output [device] devices;

outputting to a user a presentation of mass medium programming and [receiver specific] locally pertinent information, said presentation being in accordance with said at least one instruct-to-coordinate signal received from one of a remote station and a mass medium programming source, and said mass medium programming and said [receiver specific] locally pertinent information being outputted at said at least one of said plurality of output devices one of concurrently and sequentially.

244. (Amended) The method of claim 243, [wherein said plurality of instruct-to-coordinate signals include a plurality of signal types, said method] further comprising the steps of:

receiving an information transmission from one of a remote station and a mass medium programming source, and detecting in said received transmission one of:

- (1) an instruct-to-select signal;
- (2) an instruct-to-generate signal;
- (3) an instruct-to-overlay signal; and
- (4) an instruct-to-output signal designating a specific device.

245. (Amended) A method of communicating subscriber station information from a user station to at least one remote data collection station, said method comprising the steps of:

- (1) inputting a user ['s] reaction at a subscriber station;
- (2) receiving at said user station information that designates one of an instruct signal to process and an output to deliver in consequence of user input;
- (3) determining the presence of said user input at said user station by processing said user ['s] reaction;

(4) processing an instruct signal which is effective to start a predetermined coordination sequence at said user station in consequence of said step of determining; and

(5) transferring from said user station to at least one remote data collection station an indication confirming one of delivery of said instruct signal from said step of processing and delivery of said effect from said step of processing.

246. (Amended) The method of claim 245, wherein said processed instruct signal is input by a local user, said method further comprising the steps of:

storing a user instruction to receive at least one specific mass medium [program] programming, datum, news item, or computer control instruction; and

receiving at least one specific mass medium [program] programming, datum, news item, or computer control instruction in accordance with said user instruction.

247. (Amended) The method of claim 245, wherein said processed instruct signal is input by a remote user, said method further comprising the steps of:

storing a user instruction to one of process and present at least one mass medium [program] programming, datum, news item, or computer control instruction in a specific fashion; and

performing one of the functions of processing and presenting at least one specific mass medium [program] programming, datum, news item, or computer control instruction in accordance with said instruction.

248. (Unchanged) The method of claim 12, wherein said information that designates one of a specific user input and said instruct signal is detected in an information transmission from one of data and a programming source, said method further comprising the steps of:

programming a processor to respond to information communicated from one of data and a programming source;

receiving an information transmission from one of data and a programming source;

inputting at least a portion of said information transmission to a control signal detector;

detecting one of data and an instruct signal in said information transmission; and passing said detected one of said data and said instruct signal to said processor.

138 J.Cnt.  
249. (Amended) A method of controlling a remote intermediate data transmitter station to communicate an instruct signal to at least one receiver [stations] station, with said remote intermediate transmitter station including one of a broadcast and a cablecast transmitter, a plurality of selective transfer devices each operatively connected to said one of [said] a broadcast and [said] a cablecast transmitter, a data receiver for receiving said instruct signal from at least one origination station, a control signal detector, and one of a controller and a computer capable of controlling at least one of said selective transfer devices, and with said remote intermediate transmitter station adapted to detect the presence of at least one control signal, to control the communication of said instruct signal in response to said at least one control signal, and to deliver at said one of [said] a broadcast and [said] a cablecast transmitter said instruct signal, said method comprising the steps of:

[(1)] receiving said instruct signal to be transmitted by [the] said remote intermediate data transmitter station and delivering said instruct signal to [said] at least one origination transmitter, said instruct signal being effective at said receiver station to start a predetermined coordination sequence;

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Amel  
[2] receiving said at least one [of said] control signal which at [the] said remote intermediate data transmitter station operates to control [the] communication of said instruct signal; and

[3] transmitting said at least one control signal from said at least one origination transmitter before a specific time.

250. (Unchanged) The method of claim 249, further comprising the step of embedding one of said at least one control signal in an information transmission containing said instruct signal.

251. (Unchanged) The method of claim 249, wherein said specific time is a scheduled time of transmitting one of said instruct signal and information associated with said instruct signal from said remote intermediate data transmitter station.

252. (Unchanged) A method of controlling a receiver station including the steps of:  
detecting one of the presence and absence of one of a broadcast cablecast control signal;  
inputting an instruct-to-react signal to a processor based on said step of detecting;  
controlling said processor to output specific information in response to said step of inputting; and  
starting a predetermined coordination sequence on the basis of information received from said processor based on said step of controlling.

253. (Unchanged) The method of claim 252, wherein a buffer is operatively connected to said processor for buffering input, said method further comprising the step of:

bypassing said buffer and inputting said instruct-to-react signal directly to said processor.

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Cmt.

254. (Amended) The method of claim 252, wherein said processor processes a datum designating one of a television channel and a television [program] programming, said method further having one step of the group consisting of:

controlling a tuner to tune a receiver to receive one of the television channel and the television programming designated by said processed datum;

controlling a selective transmission device to input to a control signal detector at least a portion of one of the television channel and the television programming designated by said processed datum;

controlling a control signal detector to search for at least one of said control signal in one of the television channel and the television programming designated by said processed datum;

controlling a selective transmission to input to a computer said control signals detected in one of the television channel and the television programming designated by said processed datum;

controlling a computer to respond to said control signals detected in one of the television channel and the television programming designated by said processed datum;

controlling a television monitor to display one of video and audio contained in one of the television channel and the television programming designated by said processed datum;

controlling a video recorder to one of record and play one of video and audio contained in one of the television channel and the television programming designated by said processed datum; and

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And  
controlling a selective transfer device to communicate to one of a video recorder  
and a television monitor one of the television channel and the television programming  
designated by said processed datum.

255. (Unchanged) The method of claim 252, wherein said processor processes  
a datum designating at least one specific channel of one of a multichannel cable and a  
broadcast signal, said method further having one step of the group consisting of:

controlling a tuner to tune a converter to receive the at least one specific channel  
designated by said processed datum;

controlling a selective transfer device to input to a control signal detector at least a  
portion of the at least one specific channel designated by said processed datum;

controlling a control signal detector to search for at least one of said control  
signals in the at least one specific channel designated by said processed datum;

controlling a selective transmission device to input to a computer said control  
signals detected in the at least one specific channel designated by said processed datum;

controlling a computer to respond to said control signals detected in the at least  
one specific channels designated by said processed datum;

controlling a television monitor to display one of video and audio contained in the  
at least one specific channel designated by said processed datum;

controlling a video recorder to one of record and play one of video and audio  
contained in the at least one specific channels designated by said processed datum; and

controlling a selective transfer device to communicate to one of a storage device  
and an output device the at least one specific channel designated by said processed  
datum.

256. (Unchanged) A method of controlling a receiver station, said receiver  
station having a processor for passing and executing instructions and a clock operatively

connected to said processor for inputting a timing signal, said method comprising the steps of:

- receiving one of a broadcast and a cablecast transmission;
- demodulating said one of said broadcast and said cablecast transmission to detect an information transmission thereon, said information transmission comprising an instruct signal which is effective to start a predetermined coordination sequence;
- detecting said instruct signal on said information transmission and passing said instruct signal to said processor;
- delaying, under processor control, the passing of said instruct signal to a controllable apparatus;
- passing said instruct signal to said controllable apparatus on the basis of said timing signal; and
- controlling said controllable apparatus based on said instruct signal.

257. (Unchanged) A method of controlling at least one of a plurality of receiver stations each of which includes one of a broadcast and a cablecast mass medium programming receiver, at least one output device, a control signal detector, at least one processor capable of responding to an instruct signal, and with each said mass medium programming receiver stations adapted to detect and respond to said instruct signal, said method comprising the steps of:

- (1) receiving at one of a broadcast and a cablecast transmitter station said instruct signal which is effective at the receiver station to start a predetermined coordination sequence and delivering said instruct signal to a transmitter;
- (2) receiving at said one of said broadcast and said cablecast transmitter station at least one control signal which at the receiver station operates to communicate the instruct signal to said at least one processor; and

(3) transferring said at least one control signal to the transmitter, said transmitter transmitting the instruct signal and the at least one control signal.

140 258. (Amended) The method of claim 257, wherein one of said instruct signal and an identification data in respect of said instruct signal is embedded in one of a television signal and a signal containing a television [program] programming.

259. (Unchanged) The method of claim 257, wherein a switch communicates signals selectively from said receiver and one of a memory and a recorder to said transmitter, said method further comprising one from the group consisting of:

detecting a signal which is effective at the one of the broadcast and the cablecast transmitter station to instruct communication;

determining a specific signal source from which to communicate a signal to a transmitter;

controlling said switch to communicate a signal to said transmitter in response to a signal which is effective at the one of the broadcast and the cablecast transmitter station to instruct communication;

controlling said switch to communicate a signal from a selected signal source; and

controlling said switch to communicate to said one of said memory and said recorder a signal which is effective at the one of the broadcast and the cablecast receiver station to instruct.

260. (Unchanged) The method of claim 257, wherein a controller controls a switch to communicate to a plurality of transmitter one of a selected mass medium programming and a control signal, further comprising one from the group consisting of:

detecting a signal which is effective at the one of the broadcast and the cablecast transmitter station to instruct transmission;

inputting to said controller a signal which is effective to control said switch;  
controlling said switch to communicate at least one instruct signal according to a transmission schedule;  
controlling said switch to communicate a signal from a specific one of a plurality of instruct signal sources; and  
controlling said switch to communicate an instruct signal to a selected one of said plurality of transmitters.

261. (Unchanged) The method of claim 257, further comprising one from the group consisting of:

transmitting to said receiver station at least one datum that one of designates one of a time and a channel of transmission of said instruct signal, and specify one of the title of and subject matter contained in a mass medium programming associated with said instruct signal; and

transmitting to a receiver station said control signal to cause said receiver station to tune to said one of a broadcast and a cablecast transmission containing a specific instruct signal.

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262. (Amended) A method of coordinating the processing of data and television programming at a receiver station to present a [user specific] local output, said method comprising the steps of:

selecting a datum [of interest] ;  
storing said selected datum [of interest] at said receiver station;  
receiving a plurality of television programming units at said receiver station;  
selecting one of said received plurality of programming units, comprising the steps of:

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(a) [receiving] detecting an identification signal at said receiver station  
[identifying a television programming unit of interest] ;

(b) [automatically scanning a plurality of received one of broadcast and cablecast  
programming transmissions;

(c) identifying one of [the] a channel and [the] a frequency communicating [said]  
television programming [unit of interest] based on said step of [scanning:] detecting;

[(d)] (c) tuning to receive one of said identified channel and said identified  
frequency;

[(e)] (d) selecting said television programming [unit of interest] received on [one  
of] said [tuned channel and said tuned frequency:] step of tuning;

outputting said selected television programming [unit of interest] on an output  
device at said receiver station;

[receiving] detecting a [plurality of control] [signals] signal;

generating a [user specific] local display based on said stored selected datum [of  
interest] ;

outputting said [user specific] local display to said output device to present [user  
specific] local output comprising said outputted television programming [unit of interest]  
and said outputted [user specific] local display, wherein at least one of said steps of  
generating and outputting said display is performed in response to [at least one of said  
received] said detected plurality of control [signals] signal.

263. (Amended) The method of claim 262 [wherein said step of scanning  
comprises] further comprising the steps of:

scanning a plurality of received one of broadcast and cablecast programming  
transmissions on a plurality of one of channels and frequencies; and

comparing signals in said plurality of scanned one of channels and frequencies to  
said identification signal of [said] television programming unit of interest.

74/ Conf.  
264. (Amended) The method of claim [262] 263, wherein said step of identifying one of the channel and the frequency comprises the step of identifying one of the channel and the frequency communicating said television programming unit of interest based on said step of comparing.

265. (Amended) A method of coordinating the processing of data and television programming at a receiver station to present [a user specific] local output, said method comprising the steps of:

- selecting a datum [of interest] ;
- storing said selected datum [of interest ] at said receiver station;
- storing information at said receiver station identifying a time and a channel for receiving [a ] television programming [ unit] ;
- tuning to said identified channel at or before said identified time;
- receiving over said identified channel an information transmission comprising said television programming [ unit and a control signal] ;
- outputting said received television programming [unit ] on an output device at said receiver station;
- detecting [said received] a control signal;
- generating a [user specific] local display based on said stored datum of interest;
- outputting said user specific display to said output device to present a [user specific] local output comprising said outputted television programming [unit ] and said outputted [user specific] local display, wherein at least one of said steps of generating and outputting is performed in response to said [received] detected control signal.

74/ Amended  
266. (Amended) A method of coordinating the processing of data and television programming at a receiver station to present a [user specific] local output, said method comprising the steps of:

selecting a datum [of interest] ;  
storing said selected datum [ of interest] at said receiver station;  
receiving a plurality of television programming units at said receiver station;  
selecting one of said plurality of received television programming units;  
outputting said selected television programming unit on an output device at said receiver station;  
[receiving] detecting a first control signal;  
generating [a user specific display] locally pertinent information based on stored data of interest in [response to said step of receiving] accordance with said first control signal;  
[receiving] detecting a second control signal,  
outputting said [user specific display] locally pertinent information to said output device in response to [said step of receiving] said second control signal, to present a [user specific] local output comprising a portion of said outputted television programming unit and said outputted [user specific display] locally pertinent information.

267. (Unchanged) A method of providing data of interest to a receiver station from a remote data source, said data of interest for use at said receiver station in one of generating and outputting a receiver specific datum, said method comprising the steps of:

storing data at said remote data source;  
receiving at said remote data source a query from said receiver station;  
transmitting said data from said remote data source to said receiver station in response to said step of receiving said query, said receiver station selecting and storing at least a portion of said transmitted data;

transmitting from a second remote source to said receiver station a signal which controls said receiver station to select and process an instruct signal which is effective at said receiver station to coordinate a presentation to a user of output materials communicated at least one of from different sources and at different times, said presentation including said receiver specific datum.

268. (Unchanged) A method of communicating subscriber station information from a subscriber station to at least one remote data collection station, said method comprising the steps of:

- inputting a subscriber reaction at said subscriber station;
- receiving at said subscriber station information that designates at least one of an instruct signal to process and an output to deliver in consequence of subscriber input;
- determining the presence of said subscriber input at said subscriber station by processing said subscriber reaction;
- processing said instruct signal to coordinate a presentation of output materials communicated at least one of from different sources and at different times at said subscriber station in consequence of said step of determining; and
- transferring from said subscriber station to said at least one remote data collection station at least one datum at least one of confirming delivery of said instruct signal from said step of processing and confirming delivery of said coordinated presentation from said step of processing.

269. (Unchanged) The method of claim 268, wherein said instruct signal is input by a subscriber, said method further comprising the steps of:

- storing a subscriber instruction to receive at least one of mass medium programs, data, news items, and computer control instructions; and

receiving said at least one of specific mass medium programs, data, news items, and computer control instructions in accordance with said subscriber instruction.

270. (Unchanged) The method of claim 268, wherein said instruct signal is input by a subscriber, said method further comprising the steps of:

storing a subscriber instruction to one of process and present at least one of mass medium programs, data, news items, and computer control instructions in a specific fashion; and

one of processing and presenting said at least one of specific mass medium programs, data, news items, and computer control instructions in accordance with said subscriber instruction.

271. (Unchanged) The method of claim 268, wherein one of said information that designates at least one of an instruct signal to process and an output to deliver in consequence of subscriber input and said instruct signal is detected in an information transmission from one of a data source and a programming source, said method further comprising the steps of:

programming a processor to respond to information communicated in said information transmission from said one of a data source and a programming source;

receiving an information transmission from said one of a data source and a programming source;

inputting at least a portion of said information transmission to a control signal detector;

detecting one of data and said instruct signal in said at least a portion of said information transmission; and

passing one of said detected data and said detected instruct signal to said processor.

142 272. (Amended) A method of controlling a remote intermediate television transmitter station to communicate television [program] programming material to at least one receiver station, said remote intermediate television transmitter station including one of a broadcast and a cablecast transmitter for transmitting television programming, a plurality of selective transfer devices each operatively connected to said one of a broadcast and a cablecast transmitter for communicating said television programming, a television receiver for receiving said television programming from at least one origination transmitter station, a control signal detector, and one of a controller and a computer capable of controlling at least one of said plurality of said selective transfer devices, said remote intermediate television transmitter station adapted (i) to detect the presence of at least one control signal, (ii) to control the communication of said television programming in response to said at least one control signal, and (iii) to deliver at said one of a broadcast and a cablecast transmitter said television programming, said method comprising the steps of:

receiving said television programming at said at least one origination transmitter station and delivering said television programming to at least one origination transmitter, said television programming having an instruct signal which is effective at said at least one receiver station to coordinate a presentation of output materials communicated at least one of from different sources and at different times;

receiving said at least one control signal which at said remote intermediate television transmitter station operates to control the communication of said television programming; and

transmitting said at least one control signal from said at least one origination transmitter before a specific time.

273. (Unchanged) The method of claim 272, wherein said at least one control signal comprises one of a code and a datum which operates at said remote intermediate television transmitter station to identify said television programming, said method further comprising the step of

transmitting a schedule which operates at said remote intermediate television transmitter station to communicate said television programming to said at least one origination transmitter at said specific time.

274. (Unchanged) The method of claim 272, further comprising the step of embedding said at least one control signal in said television programming before transmitting said television programming to said remote intermediate television transmitter station.

275. (Unchanged) The method of claim 275, wherein one of (a) said specific time is a scheduled time of transmitting said television programming at said remote intermediate television transmitter station and (b) said at least one control signal is effective at said remote intermediate television transmitter station to control at least one of said plurality of selective transfer devices at different times.

276. (Unchanged) A method of controlling a remote intermediate transmitter station to communicate at least one instruct signal to at least one receiver station, said remote intermediate transmitter station including one of a broadcast and a cablecast transmitter, a plurality of selective transfer devices each operatively connected to said one of a broadcast and a cablecast transmitter, a data receiver for receiving said at least one instruct signal from at least one origination transmitter station, a control signal detector, and one of a controller and a computer capable of controlling at least one of said plurality of selective transfer devices, said remote intermediate transmitter station adapted to detect

the presence of at least one control signal, to control the communication of said at least one instruct signal in response to said at least one control signal, and to deliver at said one of a broadcast and a cablecast transmitter said at least one instruct signal, said method comprising the steps of:

receiving said at least one instruct signal at said at least one origination transmitter station and delivering said at least one instruct signal to at least one origination transmitter, said at least one instruct signal (i) being effective at said at least one receiver station to generate output information content to be included in a coordinated presentation of output materials communicated at least one of from different sources and at different times and (ii) having an associated one of a code and a datum designating one of signal content and output information content to be generated;

receiving said at least one control signal that at said remote intermediate data transmitter station operates to control the communication of said at least one instruct signal; and

transferring said at least one control signal from said at least one origination transmitter before a specific time, said transmitter transmitting said at least one instruct signal, said associated one of a code and a datum, and said at least one control signal.

277. (Unchanged) The method of claim 276, wherein said at least one control signal comprises one of said code and said datum, said method further comprising the step of embedding one of said code and said datum in an information transmission containing said instruct signal.

278. (Amended) The method of claim 276, wherein said specific time is a scheduled time of transmitting one of (i) said at least one instruct signal and (ii) a [program] programming associated with said at least one instruct signal from said remote intermediate transmitter station, and said at least one control signal is effective at said

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remote intermediate transmitter station to control at least one of said plurality of selective transfer devices at different times.

279. (Unchanged) The method of claim 276, further comprising the step of embedding said at least one control signal in an information transmission containing said instruct signal before transmitting said instruct signal to said remote intermediate transmitter station.

443 1/2  
280. (Amended) The method of claim 276, wherein said at least one control signal comprises a second one of a code and a datum which operates at said remote intermediate transmitter station to select one of said at least one instruct signal and [program] programming content associated with said at least one instruct signal, said method further comprising the step of transmitting a second instruct signal which operates at said remote intermediate transmitter station at said specific time to communicate said second instruct signal to said at least one origination transmitter.

281. (Unchanged) The method of claim 276, further comprising the step of generating and adding a signal, at said remote intermediate transmitter station, to an information transmission containing said at least one instruct signal, said information transmission to be transmitted to said at least one receiver station.

282. (Unchanged) A method of controlling a receiver station including the steps of:  
detecting one of the presence and absence of one of a broadcast and a cablecast control signal;  
inputting an instruct-to-react signal to a processor based on said step of detecting;

controlling said processor to output specific information in response to said step of inputting said instruct-to-react signal; and

coordinating a presentation of output materials communicated at least one of from different sources and at different times on the basis of information received from said processor based on said step of controlling said processor.

283. (Unchanged) The method of claim 282, wherein a buffer is operatively connected to said processor for buffering input, said method further comprising the step of:

inputting said instruct-to-react signal directly to said processor.

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284. (Amended) The method of claim 282, wherein said processor processes a datum designating one of a television channel and a television [program] programming, said method further comprising the step of

controlling a tuner to tune one of a receiver and a converter to receive said one of a television channel and a television [program] programming designated by said processed datum.

285. (Unchanged) The method of claim 282, wherein said processor processes a datum designating at least one channel of one of a multichannel cablecast and a multichannel broadcast signal, said method further comprising the step of

controlling a tuner to tune a converter to receive said at least one channel designated by said processed datum.

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286. (Amended) The method of claim 282, wherein said processor processes a datum designating one of a television channel and a television [program] programming, said method further comprising the step of controlling a selective transfer device to input

to a control signal detector at least a portion of said one of a television channel and a television [program] programming designated by said processed datum.

287. (Amended) The method of claim 282, wherein said processor processes a datum designating one of a television channel and a television [program] programming, said method further comprising the step of controlling a control signal detector to search for said one of a broadcast and a cablecast control signal in said one of a television channel and a television [program] programming designated by said processed datum.

288. (Amended) The method of claim 282, wherein said processor processes a datum designating one of a television channel and a television [program] programming, said method further comprising the step of controlling a selective transfer device to input to a computer said one of a broadcast and a cablecast control signal detected in said one of a television channel and a television [program] programming designated by said processed datum.

289. (Amended) The method of claim 282, wherein said processor processes a datum designating one of a television channel and a television [program] programming, said method further comprising the step of controlling a computer to respond to said one of a broadcast and a cablecast control signal detected in said one of a television channel and a television [program] programming designated by said processed datum.

290. (Amended) The method of claim 282, wherein said processor processes a datum designating one of a television channel and a television [program] programming, said method further comprising the step of controlling a television monitor to display one of video and audio contained in said one of a television channel and a television [program] programming designated by said processed datum.

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291. (Amended) The method of claim 282, wherein said processor processes a datum designating one of a television channel and a television [program] programming, said method further comprising the step of controlling a video recorder to one of record and play one of video and audio contained in said one of a television channel and a television [program] programming designated by said processed datum.

292. (Amended) The method of claim 282, wherein said processor processes a datum designating one of a television channel and a television [program] programming, said method further comprising the step of controlling a selective transfer device to communicate to one of a video recorder and a television monitor said one of a television channel and a television [program] programming designated by said processed datum.

293. (Amended) The method of claim 282, wherein said processor processes a datum designating at least one channel of one of a multichannel cablecast and a multichannel broadcast signal, said method further comprising the step of controlling a selective transfer device to input to a control signal detector at least a portion of said one of a television channel and a television [program] programming designated by said processed datum.

294. (Unchanged) The method of claim 282, wherein said processor processes a datum designating at least one channel of one of a multichannel cablecast and a multichannel broadcast signal, said method further comprising the step of controlling a control signal detector to search for said one of a broadcast and a cablecast control signal in said at least one channel designated by said processed datum.

295. (Unchanged) The method of claim 282, wherein said processor processes a datum designating at least one channel of one of a multichannel cablecast and a multichannel broadcast signal, said method further comprising the step of controlling a selective transfer device to input to a computer at least one of said one of a broadcast and a cablecast control signal detected in said at least one channel designated by said processed datum.

296. (Unchanged) The method of claim 282, wherein said processor processes a datum designating at least one channel of one of a multichannel cablecast and a multichannel broadcast signal, said method further comprising the step of controlling a computer to respond to said one of a broadcast and a cablecast control signal detected in said at least one channel designated by said processed datum.

297. (Unchanged) The method of claim 282, wherein said processor processes a datum designating at least one channel of one of a multichannel cablecast and a multichannel broadcast signal, said method further comprising the step of controlling a television monitor to display one of video and audio contained in at least one channel designated by said processed datum.

298. (Unchanged) The method of claim 282, wherein said processor processes a datum designating at least one channel of one of a multichannel cablecast and a multichannel broadcast signal, said method further comprising the step of controlling a video recorder to one of record and play one of video and audio contained in said at least one channel designated by said processed datum

299. (Unchanged) The method of claim 282, wherein said processor processes a datum designating at least one channel of one of a multichannel cablecast and a multichannel broadcast signal, said method further comprising the step of controlling a

selective transfer device to communicate to one of a video recorder and a television monitor said at least one channel designated by said processed datum.

300. (Unchanged) A method of controlling a receiver station, said receiver station having a processor for passing and executing instructions and a clock operatively connected to said processor for inputting a timing signal, said method comprising the steps of:

receiving one of a broadcast transmission and a cablecast transmission;

demodulating said one of a broadcast transmission and a cablecast transmission to detect an information transmission thereon, said information transmission including an instruct signal which is effective to coordinate a presentation of output materials communicated at least one of from different sources and at different times;

detecting said instruct signal on said information transmission and passing said instruct signal to said processor;

delaying, under control of said processor, the passing of said instruct signal to a controllable apparatus;

passing said instruct signal to said controllable apparatus on the basis of said timing signal; and

coordinating said presentation of output materials based on said instruct signal.

301. (Unchanged) The method of claim 300, further comprising the steps of:

detecting said timing signal in said information transmission;

passing said timing signal to said clock; and

timing, under control of said clock, the passing of said instruct signal based on said timing signal.

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302. (Amended) A method of controlling at least one of a plurality of receiver stations each of said at least one of a plurality of receiver stations including at least one of a broadcast and a cablecast mass medium [program] programming receiver, at least one output device, a control signal detector, at least one processor capable of responding to an instruct signal, wherein each of said at least one of a plurality of receiver stations is adapted to detect and respond to at least one instruct signal, said method comprising the steps of:

receiving at one of a broadcast and a cablecast transmitter station a first instruct signal which is effective at said at least one of a plurality of receiver stations to coordinate a presentation of output materials communicated at least one of from different sources at different times and delivering said first instruct signal to a transmitter;

receiving at said transmitter station at least one first control signal which at said at least one of a plurality of receiver stations operates to communicate said first instruct signal to said at least one processor; and

transferring said at least one control signal to said transmitter, said transmitter transmitting said first instruct signal and said at least one first control signal.

303. (Amended) The method of claim 302, wherein at least one of said first instruct signal and identification data in respect of said instruct signal is embedded one of in a television signal and in a signal containing a television [program] programming.

304. (Amended) The method of claim 302, wherein a switch communicates signals selectively between (i) said one of a broadcast and a cablecast mass medium [program] programming receiver and (ii) one of a memory and a recorder and (iii) said transmitter, said method further comprising the step of:

detecting a second control signal which is effective at said transmitter station to cause communication.

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305. (Amended) The method of claim 302, wherein a controller controls a switch to communicate to said transmitter one of a mass medium [program] programming and said at least one first control signal, further comprising the step of detecting a second control signal which is effective at said transmitter station to instruct transmission.

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306. (Unchanged) The method of claim 302, further comprising the step of transmitting to at least one of said plurality of receiver stations at least one datum that designates one of a time and a channel of transmission of said first instruct signal.

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Cmt

307. (Amended) The method of claim 302, wherein a switch communicates signals selectively between (i) said one of a broadcast and a cablecast mass medium [program] programming receiver and (ii) one of a memory and a recorder and (iii) said transmitter, said method further comprising the step of determining a signal source from which to communicate at least one of said first instruct signal and said at least one first control signal to a transmitter.

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308. (Amended) The method of claim 302, wherein a switch communicates signals selectively between (i) said one of a broadcast and a cablecast mass medium [program] programming receiver and (ii) one of a memory and a recorder and (iii) said transmitter, said method further comprising the step of controlling said switch to communicate at least one of said first instruct signal and said at least one first control signal to said transmitter in response to a second control signal which is effective at said transmitter station to instruct communication[;].

309. (Amended) The method of claim 302, wherein a switch communicates signals selectively between (i) said one of a broadcast and a cablecast mass medium [program] programming receiver and (ii) one of a memory and a recorder and (iii) said transmitter, said method further comprising the step of controlling said switch to communicate at least one of said first instruct signal and said at least one first control signal from a signal source[;].

310. (Amended) The method of claim 302, wherein a switch communicates signals selectively between (i) said one of a broadcast and a cablecast mass medium [program] programming receiver and (ii) one of a memory and a recorder and (iii) said transmitter, said method further comprising the step of controlling said switch to communicate to said memory or recorder at least one of said first instruct signal and said at least one first control signal.

311. (Amended) The method of claim 302, wherein a controller controls a switch to communicate to said transmitter one of a mass medium [program] programming and said at least one first control signal, further comprising the step of inputting to said controller a second control signal which is effective to control said switch.

312. (Amended) The method of claim 302, wherein a controller controls a switch to communicate to said transmitter one of a mass medium [program] programming and said at least one first control signal, further comprising the step of controlling said switch to communicate at least one of said first instruct signal and said at least one first control signal according to a transmission schedule.

313. (Amended) The method of claim 302, wherein a controller controls a switch to communicate to said transmitter one of a mass medium [program] programming